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THE NATIONAL NEWSPAPER OF MARKETING

The Battle Is Joined Again . . .

Scheideler Hurls Slander Charge at Duane Jones; Asks $3,150,000

NEW YORK, July 2—Fourth of July fireworks came early again this year, with Joseph Scheideler slapping a spectacular $3,150,000 slander suit on his one-time boss, Duane Jones.

The pre-Fourth pyrotechnics paralleled last year's upheaval at the Duane Jones Co., which culminated in Jones' bringing a $4,500,000 suit against nine of his executives for "conspiracy to destroy" his business.

Mr. Scheideler, together with eight other former members of the Jones agency (most of them now at Scheideler, Beck & Werner), charges that Jones on seven occasions "wickedly uttered" false and untrue statements about them "with actual malice and with the intent and purpose of ruining them in their profession, occupation and business and of destroying their general reputations in the community."

■ Each of the nine men seeks $50,000 for each of seven alleged slanderous statements. The nine: Mr. Scheideler, Paul Werner, Joseph Beck, Robert Hughes, Lawrence

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After an 'Unusual' Session, Senate Okays Fair Trade

WASHINGTON, July 2—The Senate climaxed two days of bizarre debate this afternoon by sending a new fair trade law to the White House, where a Presidential veto is likely.

The debate got off to a most unusual start last evening when the bill was called to a vote without any discussion.

Sen. Paul Douglas (D., Ill.) intervened, pointing out that it was highly unusual for the Senate to pass a bill without hearing an explanation. He emphasized that the fair trade bill reaches the floor without committee recommendations, and that no printed hearings were available to Senate members.

Last evening's debate became explosive when Senate Majority Leader Ernest McFarland (D., Ariz.) accused Sen. Douglas of filibustering.

Asserting that he was doing

(*Continued on Page* 71)

SAVE US FROM OURSELVES—Hilton Hotels Corp. is using Life, Newsweek, The Saturday Evening Post and Time for this prayer, taken from a speech by Conrad N. Hilton, the chain's president. The late Fulton Oursler, well-known author, reportedly assisted Mr. Hilton in its phrasing. Needham & Grohmann is the agency.

Congress Okays Communications Act Alterations

WASHINGTON, July 2—Congress today approved an extensive revamping of the Communications Act and included a provision prohibiting stations from charging premium time rates for political broadcasts.

The compromise bill reported by House-Senate conferees dropped a House proposal which would excuse broadcasters of liability for libel committed during political broadcasts.

The bill faces an uncertain fate in the White House, since the compromise included several provisions which are objectionable to the Federal Communications Commission.

Possibly the most important is

(*Continued on Page* 4)

Industrial Admen See Tough Market Ahead

NIAA Members Warned That Favorable Sales Levels May Not Hold

CHICAGO, July 2—Industrial advertisers are pretty well convinced that the years ahead hold a tough, competitive market in store for them.

At least that was the general tenor of the National Industrial Advertisers Assn. convention here which took as its theme: "Industrial Advertising Faces the Fighting Fifties."

For other news and pictures of the NIAA convention see Pages 2, 8, 52, 60 and 75.

At the association's opening luncheon Monday, J. L. Singleton, v.p. in charge of the general machinery division, Allis-Chalmers Mfg. Co., Milwaukee, warned NIAA members that "you don't have to be an expert economist . . . to see that the sales future is less favorable than the levels we've come to take for granted."

In the selling period to come, he added, advertising programs must be closely coordinated with direct sales efforts because they will be "shooting at a smaller and more elusive target."

■ Cary H. Stevenson, v.p. of Lindberg Engineering Co., Chicago, echoed the theme. By 1954, he said, industrial equipment manufacturers must be armed with plans and experience gained right now.

His advice to the industrial ad

(*Continued on Page* 54)

Yellow Margarines Flood N. Y.: Ads and Prices Vary

NEW YORK, July 2—An estimated 9,000,000 pounds of yellow margarine—about 10% of last year's total New York sales—squeezed into this state yesterday amidst an almost overwhelming barrage of advertising and publicity in all daily media.

Chances are that no housewife exists who doesn't now know that yellow margarine can be bought in New York for the first time in 66 years.

Newspapers, radio and television played up the yellow invasion with headline stories, pictures of the first truckloads lined up in New Jersey to make the 12:01 dash to the promised land, followups on the first shock troops' arrival and picture of the first sale—to a member of the state legislature who sponsored the ban repeal—at 12:01, consumated with the aid of a "special courier." He supposedly got from Jersey to Long Island in one minute.

■ While it is obviously too early —and circumstances too turbulent —to measure the effect of margarine sales on butter, stores throughout the city were being checked for reactions. Reports are conflicting.

Some reported heavy sales, others no more than usual and some said, "Housewives aren't stumbling over each other to buy it."

Oddly enough, the price of butter rose fractionally this week. Today it's selling at 81¢ a pound. Colored oleo prices vary from 17½¢ to 39¢ a pound, with most

(*Continued on Page* 71)

CBS Radio Affiliates Want Rates Increased

Network Gets Resolution Opposing Rate Cut—But Many Believe It's Coming

NEW YORK, July 3—Does CBS Radio intend to cut rates? A meeting of affiliates failed to answer the question—at least publicly—this week. But one thing was clear—the opposition of affiliates to any cut.

Setting forth their position in a resolution, the approximately 150 broadcasters present at the meeting—backed up by numerous others who sent wires and letters—not only asked CBS to abandon the idea of further rate cutting. They also called for the rescinding of the general reduction made in July, 1951, and an increase in daytime rates.

What assurances, if any, the network gave them that their wishes

(*Continued on Page* 75)

Fascinating

Don't miss the first instalment of the Lasker story on Page 63 of this issue. In it, this advertising pioneer, for almost 40 years head of Lord & Thomas, pours out his sage comments on the advertising business—what it is, how it works, what's wrong with it.

Sholis Explains CBS Affiliates' Stand on Rates

NEW YORK, July 2—CBS affiliates put it on the record yesterday. What might be termed the keynote address of the affiliates-only session was delivered by Victor A. Sholis, v.p. of WHAS and WHAS-TV, Louisville.

He made a direct appeal to CBS Board Chairman William S. Paley to provide the "guidance to lead the industry through its difficulties." He coupled this request with specific suggestions as to how network radio should go about moving in the right direction again.

Victor Sholis

At the outset, Mr. Sholis summarized recent developments in the industry.

"About two years ago, the National Broadcasting Co. announced its intention to cut rates. Its officials caved in under the advertiser pressure that argued every TV

(*Continued on Page* 74)

Last Minute News Flashes

Procter & Gamble Markets New Home Permanent

CINCINNATI, July 3—Procter & Gamble now is distributing Pert, a non-neutralizing home permanent, in cities in southern Ohio, and it will go on sale to the public about July 21. Local advertising—through the Biow Co.—will start in August, and will utilize newspapers, radio and TV spots. Pert comes in a red-and-blue triangular package.

Lennen & Mitchell Gets Bromo-Seltzer Account

BALTIMORE, July 3—Emerson Drug Co. finally has awarded the Bromo-Seltzer account to Lennen & Mitchell, an agency never mentioned among those in the running. Interesting sidelight: The agency had not been in the preliminaries, although Adolph J. Toigo, who recently joined L&M as general manager, handled the preliminary pitch for William Esty Co. Batten, Barton, Durstine & Osborn was the previous agency.

Bymart-Tintair and Creditors Reach Agreement

NEW YORK, July 3—An agreement between Bymart-Tintair, which owes $1,000,000 or more (AA, June 3), and a creditors' committee "is being finalized," a spokesman for the company said today. He added that the company will continue in business and "will go back to advertising aggressively."

McCann-Erickson Named by Broadcast Ad Bureau

NEW YORK, July 3—McCann-Erickson has been appointed to handle the Broadcast Advertising Bureau's first major advertising campaign. This $50,000 drive, to whip up sponsor interest in radio, is due to break soon in newspapers in a few cities and in business papers. On-the-air promotion also will be used.

(*Additional News Flashes on Page* 75)

Newsdealers Still Quarrel with 'Times' and 'Herald Tribune'

NEW YORK, July 2—The battle of the *Sunday Times* and *Herald Tribune* vs. the Newsdealers Assn. of Greater New York Inc. remains the same this week—except that both sides say they're on the road to victory.

Gen. Julius Ochs Adler, general manager of the *Times*, and Barney G. Cameron, circulation director of the *Tribune*, issued statements this week claiming that the refusal of the dealers to handle the Sunday editions (AA, June 30) has not hurt circulation appreciably.

■ "After two issues, it appears the new 20¢ price of the *Sunday Times* has been accepted with understanding by the public. Sales throughout the metropolitan area have held up, despite some difficulty with a small number of newsdealers in Manhattan," Gen. Adler said.

Only 250 dealers, largely on the west side of Manhattan, refused to handle the Sunday paper, according to Gen. Adler. Last week's

(*Continued on Page* 74)

$86,000 to Work With . . .

NIAA's Research Institute Learns What Members Want to Have Studied

CHICAGO, July 1—With a total of $86,000 in its pocket, the National Industrial Advertisers Assn. Research Institute is now ready to start proving its worth to members.

It is also armed with a lengthy report on what fields of research

NIAA Meeting

NIAA members are primarily interested in. The report is the product of the association's research planning and control committee, which has been sending out questionnaires and tabulating returns for the past six months.

The committee's conclusions were presented to the 30th annual convention of the NIAA this morning by J. C. Maddox, assistant to the president of Fuller & Smith & Ross, Cleveland. It represents 1,500 questionnaires returned after two mailings.

■ Of primary concern to members, apparently, is the field of business and trade paper advertising, in which 1,082 or 72.1% expressed interest. Of this number, 777 or 51.8% are specifically concerned with developing "methods by which an advertiser can measure for himself the effect on his own prospects and customers of his own business or trade paper campaign."

The next ten subjects, in order, chosen by the members are as follows:

1. Business and trade publications—820 (54.7%); specifically, the development of reliable readership measurement methods (31.3%).

2. Advertising budgets—583 (38.9%); specifically, "how to establish industrial advertising budgets scientifically" (25.4%).

3. Inquiries—485 (32.3%); specifically, a study of the relationship between inquiries received and advertising readership (27.9%).

4. Broadening the advertising program—478 (31.9%); specifically, "effective ways of merchandising the program to the sales organization, distributors and dealers" (21.9%).

(*Continued on Page 76*)

PUBLISHERS' PARTY—Among the hundreds attending a reception given NIAA members by publishers last week were John S. Goebel (left), Modern Industry, with Mrs. Goebel, and R. A. Lawson, Monarch Aluminum Mfg. Co., with Mrs. Lawson at right. All are Clevelanders.

American Business Must Be 'Sold' by Advertising: Cone

CHICAGO, July 1—Advertising must channel its energies into a third dimension—the dimension of depth, the field of ideas—to sell the values of American business

NIAA Meeting

to the public, Fairfax M. Cone, president of Foote, Cone & Belding, told the National Industrial Advertisers Assn. today.

Mr. Cone pointed to a paradox of the American system—that, having won two wars, we speak of having lost them. This paradox, the agency head said, grows from a bewilderment over the fact that, between 1920 and 1950, faith in ourselves to overcome almost any obstacle has shifted to dependence on others, and particularly to dependence on government.

■ It is this paradox that advertising must help resolve, he asserted.

"Two-dimensional advertising has proved its worth beyond any doubt or question in the field of selling goods," Mr. Cone declared. "But advertising, as I say, has a third dimension—depth. And as a result, I have no doubt that advertising can promote ideas, as well as goods, and with almost guaranteed success."

However, he cautioned, just as in selling goods it is necessary that products be good or cannot be sold twice, so our ideas must be sound. As we researched our products to make them better, we must not hesitate to analyze our ideas —moral, political, economic—to be sure that they are sound and right. We must be objective and factual.

■ Mr. Cone pointed out that, to the degree we are able, through advertising, to perfect the field of communications, to that degree American business can present a united front along with other Americans.

To that extent, he said, we must avoid the wrong kind of advertising and the use of the propagandist's tricks in presenting business to the people.

"Gentlemen," he concluded, "it is not advertising that is on trial. It is business. The American *system* of business; and just as advertising has been a vital force in that system's success, I believe that it must be a vital force in its preservation."

Beer Sales Hit 83,718,067 Barrels in '51; Ad Budgets Rise Sharply

NEW YORK, July 2—Beer drinkers in America consumed 83,718,067 barrels of the frothy beverage last year, according to the Research Co. of America's 11th annual "Brewing Industry Survey."

Consumption increased about 1% from 1950, when 82,801,693 barrels were sold, and per capita consumption rose from 17.0 to 17.1 gallons.

The nation's top 25 brewers continued to do a larger share of the total beer business, accounting for 57.7% last year as against 55.2% the previous year, the report reveals. Ten years ago these 25 leaders did only 41.5% of the business, but their share has increased every year since then.

■ Advertising expenditures of leading brewers showed a much greater increase than sales volume last year (*see table on Page 77*). The top ten brewers had an average sales rise of 6.3% for '51, while the average increase in advertising expenditures for these same ten was a fat 38.4%.

The survey points out that many of the 1951 annual reports of large brewers emphasized the necessity of increasing advertising and promotion expenditures if they expected to maintain and improve their relative sales positions.

Home consumption of beer continued its steady rise, with packaged beer sales last year accounting for 73.6% of all beer sold. The following table shows how rapidly home consumption has risen since Prohibition was repealed:

	Ratio packaged beer sales to total U. S. volume
1933*	31.6%
1935	29.5
1937	43.9
1939	49.3
1941	56.1
1943	60.8
1945	64.4
1947	67.6
1949	70.3
1951	73.6

*Heavy packaged sales during first few months after repeal.

The making of beer continues to be concentrated in the hands of fewer and fewer brewers. The heavy cost of modern brewing and bottling equipment is one thing that handicaps smaller companies, Research Co. points out.

Another factor that favors the large brewer is the aforemen-

(*Continued on Page 77*)

DuPont Ads Highlight the Company's New 'Autobiography of an American Enterprise'

NEW YORK, July 1—Some of the earliest DuPont ads form an illustrative backdrop for the company's new volume, "DuPont, The Autobiography of an American Enterprise."

While the ads usually are not mentioned in the context of the 138-page volume, they tell their own story. One of the earliest posters, for example, shows a hunter firing at a buffalo. In the foreground are DuPont powder casks and some animals already bagged.

A footnote quotes copy in an ad for the company's Eagle brand powder: "From foaming Brandywine's rough shores it came to sportsmen dear, its merits and its name—DuPont's best Eagle, matchless for its power. Strong, swift and fatal as the bird it bore."

Another early ad for Challenge cleanable collars lists the retail outlets from which the collars could be purchased—and includes a special introductory offer.

■ Other ads dating back through the years feature "new" DuPont products, such as Pontoklene, used for removing tar which splashed on car finishes; Fabrikoid, an artificial leather; the DuPont line of lacquers; Rayntite, for waterproofing cars; DuPont's household cement, and Ivory Py-Ra-Lin, which was used for early toiletware and for celluloid collars and cuffs.

The volume is being distributed by Charles Scribner's Sons, and traces the company from the construction of the first powder mill on Brandywine Creek, in Delaware.

Copy Censorship May Involve Legal Tangle, Admen Told

BRAINERD, MINN., July 1—Newspapers which refuse to carry slugs describing merchandise "as advertised in" a magazine may run into legal difficulties, according to Thomas F. Barnhart of the University of Minnesota school of journalism.

In a talk before the summer meeting of the Northwest Daily Press Assn. here this weekend, Mr. Barnhart urged the advertising managers of the papers to use persuasion when dealing with such problems.

He said that many local advertisers unquestionably feel they have a right to include slugs mentioning magazine ads in their newspaper copy.

■ In the discussion that followed, it was pointed out that one solution to the problem has been the development of comparative local circulation figures for the newspaper and magazine concerned. When such evidence is presented to the advertisers, the admen agreed, retailers frequently can be persuaded to drop the slug.

A heated discussion also revolved around a national soap advertiser who allows dealers 10¢ or 15¢ a case for advertising and then asks for the local rate when the ad is run. The majority of ad managers present reported that they had refused such offers.

Buys 'Clyde Beatty Show'

Lewis Food Co., Los Angeles, for Dr. Ross dog food, has signed to sponsor the "Clyde Beatty Show" on KHJ, Los Angeles, and Don Lee Arizona Group and Aloha network stations on Sunday afternoons. Rockett-Lauritzen, Los Angeles, is the agency.

Westinghouse Pushes New Dehumidifier

MANSFIELD, O., July 1—Westinghouse Electric Corp. is using radio, newspapers and direct mail to support a summer merchandising program for its newest appliance—The Westinghouse Dehumidifier.

The program, keynoted by a home trial appeal—"Try before you buy"—will be pushed through Aug. 29.

Exploiting "political heat" to make listeners humidity-conscious—as if that were really necessary—Westinghouse is plugging the dehumidifier on its "Band Wagon" broadcasts, highlighted by its CBS radio and television coverage of both Republican and Democratic conventions.

Direct mail cards showing the dehumidifier in a home setting have been sent to dealers for distribution to consumers. The cards emphasize the "good furniture" appearance of the appliance.

Radio advertising includes Westinghouse's "Pick the Winner" programs to be broadcast in the 13 weeks following the national political powwows.

■ Newspaper mats, ranging from 168 to 280 lines, are prepared for dealers. In addition, there will be specification sheets, selling folders for dealers and radio spot announcements over key stations.

As an incentive, dealers will be paid $2 for each dehumidifier placed on trial in home or office in the "Try before you buy" promotion.

Advertising is prepared by Fuller & Smith & Ross.

SHORTEST ROUTE! HOUSTON and NEW ORLEANS
C·S NEW Luxury CONSTELLATIONS
SHORTEST ROUTE! FASTEST SERVICE!
HOUSTON and NEW ORLEANS
C·S NEW CONSTELLATIONS

C&S ABANDONS BLACK LIGHT—Chicago & Southern Air Lines, Memphis, is eliminating black light on all 10x30' painted bulletins. It says the shadow of the reflectors makes the copy hard to read (as on the Chicago bulletin, above). A Detroit bulletin illustrates the appearance after conversion. C&S also contends black light is ineffective at night because of poor illumination. Lawter Chemicals Inc., Chicago producer of black light paints, contends that many advertisers have found that black light gives impact to outdoor bulletins and denies the C&S move has general significance.

Promotes Air Conditioner

Minneapolis-Honeywell Regulator Co., Minneapolis, placed full-page ads in *Time* (June 30), *The Saturday Evening Post* (July 5) and *Newsweek* (July 7) to tell its part in "cooling off" the political conventions in Chicago. The ads point out that this year the big political shows will be air-conditioned for the first time—and that Honeywell controls will enable Republican and Democrat delegates "to enjoy the right degree of cool comfort—no matter how hot and humid the weather." Foote, Cone & Belding, Chicago, is the agency.

Yount Co. Gets Edward Lamb

Yount Co., Erie, Pa., has been named to handle advertising for Edward Lamb Enterprises Inc., Toledo. Lamb Enterprises consists of WICU-TV, Erie; WIKK, Erie; the *Erie Dispatch;* WTVN-TV, Columbus; WHOO, Orlando, Fla., and WTOD, Toledo. M. John Yount, son of Mal Yount, owner and proprietor of the 30-year-old agency, who recently joined the agency, will be the account executive on the Lamb account.

Burbank Elected a V.P.

Richard Burbank, who handles General Mills' Bisquick as account executive for Knox-Reeves, Minneapolis, has been elected a v.p. of the agency.

Adclub Secretary Embarrassed by Eisenhower Note

CHICAGO, July 2—The political heat engendered by the forthcoming conventions has led to considerable embarrassment for the secretary of one local advertising club.

It seems that this secretary let a CFAC member who is an ardent Eisenhower supporter talk him into sending a pro-Ike plea to members of the Chicago Federated Advertising Club, despite the fact that the club is an avowed nonpolitical organization.

In the letter, which was headlined "Special CFAC Bulletin," a request was made for people to organize teams to work on the committee that will greet Eisenhower when he arrives in Chicago. A return postcard enclosed with the letter was addressed to Mr. Calhoun Norton, 512 S. Wabash Ave., Chicago 5. The address is that of the Eisenhower for President headquarters in Chicago.

■ When an AA reporter called on Mr. Norton, he found him very much puzzled by the whole thing. He said he had never heard of the CFAC; that he was the head of Arens Controls Co., Evanston, Ill., and had left his company temporarily to help out as executive administrator of the committee to greet Eisenhower.

Mr. Norton had never seen the letter, but he had received two of the postcards addressed to him. One was very brief, saying "Cal: Non-political my clavicle—you should include me *out*!" The second respondent termed the Eisenhower plea "a peculiar activity for CFAC to assume. . .what right has the CFAC to cooperate with just one group in a hotly contested convention?"

■ Mr. Norton called CFAC headquarters and talked to Dan J. Collins, executive secretary, who told him that he had sent out the letters, adding that "perhaps I stuck my neck out on this." Asked how he happened to use Mr. Norton's name on the return postcard accompanying the letter, Mr. Collins said that the name had been furnished to him by G. A. Poole, head of Poole Bros., local printing company, who has also been working for Eisenhower's nomination.

P. J. Morrison, advertising director of the *Chicago Herald-American* and president of the CFAC, sent out a letter to members stating that the "special bulletin" was "totally unauthorized" by the club. Mr. Morrison told AA that he knew who the pro-Eisenhower instigator was, but did not want to reveal his name.

Popai Appoints Sawyer

William E. Sawyer, educational director of Johnson & Johnson, New Brunswick, N. J., has been appointed chairman of the speakers committee of Point-of-Purchase Advertising Institute. Other committee members include: Elon G. Borton, Advertising Federation of America; Jack C. Gafford, ADVERTISING AGE; J. K. Gould, executive director of Popai; Carl V. Haecker, RCA Victor Corp.; William M. Harris, Harris Associates; Ralph Head, Batten, Barton, Durstine & Osborn; Lawrence M. Hughes, *Sales Management*; A. Tyler Little Jr., Kling Studios; George M. Rowland Jr., Gardner Displays; Ralph E. Royer, Meyercord Co., and Frederic Schneller, D'Arcy Advertising Co.

Premium Club Elects Street

Jim Street, premium promotion manager of General Foods Corp., New York, has been elected president of the New York Premium Club.

NBC Awarded NCAA Football TV Rights

NEW YORK, July 1—National Broadcasting Co.'s video network will carry the 1952 football telecasts permitted by the National Collegiate Athletic Assn.

In awarding NBC the television rights, the NCAA expressed confidence that the network will present the "finest in football fare" and will inform the audience "of the values which are inherent in the college educational and athletic programs."

None of the games have been selected as yet. Under terms of the NCAA plan, NBC and sponsors will pick a schedule of 12 major games and a "comprehensive offering" of small-college games, which will be presented locally. NBC then will negotiate directly with the colleges concerned for the rights to the games.

The 12 games will be played on the 11 Saturdays between Sept. 30 and Nov. 29, inclusive, plus Thanksgiving Day. No cities will be "blacked out" as they were last year.

Kobak Says ARF Is Active on All Research Fronts

NEW YORK, July 1—The Advertising Research Foundation currently is engaged in research on radio, TV, magazines, newspapers and car cards, according to the latest edition of ARF president Edgar Kobak's newsletter.

Mr. Kobak reports that Dr. E. L. Deckinger, research director of the Biow Co., has agreed to serve as chairman of a preliminary radio-TV rating method study. Broadcast Advertising Bureau has put up $15,000 of the $25,000 needed for the survey. Television groups are expected to kick in the remainder.

Mr. Kobak also announced that Sherwood Dodge, Foote, Cone & Belding v.p., has agreed to head a committee which will attempt to develop an adequate method of measuring magazine ad readership.

■ The newspaper activity centers around the *Des Moines Sunday Register*, which will get the complete ARF treatment regarding its audience and audience characteristics early this fall.

The foundation's 14th report in the Continuing Study of Transportation Advertising will be sent to subscribers in late July or early August. The report is based on a 30-day showing of car cards in street cars and buses serving Los Angeles and Santa Monica. The National Assn. of Transportation Advertising is the co-sponsor.

Mr. Kobak also told his readers that he is still looking for a name for the newsletter. Box score to date is 16 suggestions—13 of which were from prospective subscribers.

Starts Radio Sales Plan Firm

Broadcast Merchandisers Inc., Hollywood, has been formed at 6000 Sunset Blvd. to create and offer radio stations merchandising sales plans. Officers of the corporation are Howard E. Ray, president; Ellis E. Craig, v.p.; William R. Reid, secretary, and I. Jack Berger, treasurer. Mrs. Gene Jones, formerly with DesAutels & Graham, has been appointed office manager and N. Pratt Smith of Salt Lake City sales manager.

Three Join KLAC-TV Sales

Don Staley, formerly head of the San Francisco office of Katz Agency, and Al Fischler, previously with Snade Teletranscriptions, have joined KLAC-TV, Los Angeles, as account executives. Joe Coffin, who has been head of the station's research department, also has been moved to the sales department.

NEW AD ASSN. OF WEST OFFICERS—New officers elected at the Advertising Assn. of the West's convention in Seattle are, l. to r., Clair G. Henderson, Arthur G. Rippey Co., Denver, secretary-treasurer; Arthur House, House & Leland, Portland, president; Mrs. Glad Hall Jones, KRKO, Los Angeles, v.p. at large, and Howard Willoughby, Sunset Magazine, San Francisco, senior v.p.

Wheat Flour Institute Gets 75 Advertisers to Tie In with National Sandwich Promotion

CHICAGO, July 1—According to the Wheat Flour Institute, Americans eat an estimated 27,000,000 sandwiches daily. Just about every food group has a share of this market and the institute has taken advantage of this in its National Sandwich Month promotion set for August.

For the benefit of grocers, restaurant operators and other food suppliers, the institute has prepared a catalog listing tie-in materials available on request. The catalog also lists the 75 companies which are supporting the campaign with ads and point of sale materials. C. Wendell Muench & Co., Chicago, is the WFI agency.

■ The following are supplying point of sale materials, sandwich recipe booklets, special sandwich articles and other items:

American Honey Institute, American Institute of Baking, American Meat Institute, American Restaurant, Better Homes & Gardens, Campbell Soup Co., Chain Store Age, Coca-Cola Co., Continental Coffee Co., Crosse & Blackwell, Dad's Root Beer Co., Fast Food Service, Fearn Foods Inc., Glaser-Crandell Co., Good Housekeeping, H. J. Heinz Co., Chas. E. Hires Co., Institutional Food Wholesaler, Institutions Magazine, International Mineral & Chemical Corp., Kraft Foods Inc., Life, Marathon Corp., Midwest Restaurant News, National Cherry Institute, National Turkey Federation, Pabst Sales Co., Pan-American Coffee Bureau, Pepsi-Cola Co., Pollock Paper Corp., Restaurant Management, Sealtest Inc., Seven-Up Co., Seventeen, Silver Skillet Brands Inc., Smithfield Ham & Products Co., Toastmaster Products division of McGraw Electric Co., Universal Foods Corp., U. S. Slicing Machine Co. and Visking Corp.

The materials are obtained by writing to the individual company. In addition, the Wheat Flour Institute is distributing promotion kits.

■ The following food producers and trade associations are supporting sandwiches through advertising, publicity, sales bulletins and special displays:

American Bakers Assn., American Butter Institute, American Dairy Assn., American Meat Institute, Armour & Co., Associated Retail Bakers of America, Best Foods Inc., Borden Co., California Foods Research Institute, Campbell Soup Co., Cell-O-Core Co., Coca-Cola Co., Commander-Larabee Milling Co., Custom Food Products, Dobeckmun Mfg. Co., Doughnut Corp. of America, Duke Mfg. Co., Fairmont Foods Inc., General Baking Co., General Foods Corp., General Mills Inc., Glascock Bros., Harvey Paper Products Co., Hotpoint Inc., International Milling Co., King Midas Flour Mills, Lily Tulip Co., Thos. J. Lipton Co., Liquid Carbonic Co., Main Sardine Assn., Millers' National Federation, National Biscuit Co., National Restaurant Assn., National Peanut Council, National Preservers Assn., Pabst Sales Co., Paramount Foods, Pillsbury Mills, Savory Mfg. Co., Sea Pak Corp., Standard Brands Inc., Star Mfg. Co., Sunkist Growers Inc., Tea Council, Visking Corp., Ward Baking Co., Williams Meat Co., and Williams West & Witt.

Commercial bakers throughout the nation, members of the milling industry and state and local restaurant associations will also support the drive with ads and publicity. An unusual name on the sponsoring list is the food trades division of the U. S. Department of Agriculture. This government department will aid the drive through cooperative promotion with surplus commodities.

Belmont Radio Introduces New Raytheon TV Sets

CHICAGO, July 2—Belmont Radio Corp., a subsidiary of Raytheon Mfg. Co., unveiled its 1953 models of Raytheon radio and TV receivers at the company's annual sales convention here last week.

The new line consists of 14 models of 17" and 21" television sets and four different types of radio receivers: a clock radio, a threeway portable, an AC-DC receiver and an AM-FM set.

The company's primary ad program for the fall selling season calls for monthly insertions in national magazines, including *American Home, Good Housekeeping, Life, Look, The Saturday Evening Post* and *Time*, according to George M. Hakim, director of advertising and sales promotion for Belmont.

■ An extensive national newspaper campaign will be used to back up dealers' sales programs, Mr. Hakim said. In addition, the factory will make available to distributors a "comprehensive package of advertising materials to be used at the local level." It will include suggested dealer ads, radio and TV commercials, and a selection of 16-sheet, full-color posters.

The central theme of all advertising will be "Two Sets in One," referring to the availability of both very high frequency and ultra high frequency tuners in the 1953 sets. On some of the less expensive sets in the new line the addition of the UHF tuner will increase the price of the set by $40.

Henri, Hurst & McDonald is the agency.

Chicago News Reps Elect

James S. McAnulty, Allen-Klapp Co., has been elected president of the Newspaper Representatives Assn. of Chicago, a chapter of the American Assn. of Newspaper Representatives. Other officers elected are John E. Woodman, Kelly-Smith Co., v.p.; Thomas E. Duggan, Moloney, Regan & Schmitt, secretary and assistant treasurer, and George E. Gilbertsen, John W. Cullen Co., treasurer.

'Mail Order Business' Bows

Mail Order Business, a monthly magazine, will appear this fall. Editorial offices are at 19 W. 44th St., New York. The publication will feature articles on mail order advertising and selling—"including advertising techniques, case histories, 'how to' articles and related subjects." Irvin Graham, formerly account executive with Schwab & Beatty, New York, is the editor.

Advertising's TV Future in Canada Is Grim

Low Coverage and High Costs Will Discourage Sponsors, Report Says

TORONTO, July 1—Commercial television in Canada probably will be a long time developing because of high costs and the relatively small number of television homes expected within the next few years.

This is the conclusion of a report by the Joint Committee on Radio and Television of the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies.

Television will get off the ground officially this September, when Canadian Broadcasting Corp. starts operating the first stations in Toronto and Montreal. After that, it may be a few years before CBC gets around to establishing stations elsewhere. Meanwhile, the number of television homes in Toronto is expected to increase from 60,000 in 1952 to 250,000 in 1955, and in Montreal from 2,000 in 1952 to 225,000 in 1955.

■ The ACA-CAAA Joint Committee points out that with the rate structure established by CBC, the advertiser will have small inducement to go into television except as "an investment in the future," a rather doubtful investment.

(*Continued on Page 6*)

Company Cars: It's Cheaper to Lease Them, Says Rollins

NEW YORK, July 1—More and more business concerns are converting from company-owned or salesman-owned automobiles to leasing arrangements, according to John W. Rollins, president of the Rollins Fleet Leasing Co., Rehoboth, Del.

Mr. Rollins, who spoke at a meeting of the Young Presidents' Organization, of which he is v.p., said new corporate tax laws are behind the conversion.

He said one company saved $50,760 a year by changing from 45 salesmen-owned cars to leasing. The cars owned by the salesmen were averaging 30,000 miles a year at a total cost of $108,000—or $2,400 each. Rental amounted to $822 per car per year—or $68.50 a month. Gas and oil on each car was $450. The total cost under leasing, then, was $1,272 a year—$57,240 for the fleet of 45 cars.

Gebbie Press Lists 1,400 House Organs

NEW YORK, July 1—A new directory of "The Nation's Leading House Magazines," listing 1,400 publications, has just been published by Gebbie Press. It sells for $20.

The 190-page directory lists editors' names, magazine titles, circulation figures, frequency of issue, type of readership, size and format, and type of printing. It reproduces the front covers of most of the house organs listed and gives an alphabetical listing, geographical breakdown and title index.

More than 7,000 different company publications were studied, the publisher says, to present the list of 1,400 house magazines. The magazines listed reportedly have a circulation of 55,000,000, more than all the combined daily newspapers in the U. S.

Congress Okays Communications Act Alterations

(Continued from Page 1)

a new section on anti-trust violations which drops language of the old act specifically authorizing FCC to refuse licenses to anti-trust violators.

Sponsors of the bill contend that the commission's authority to deal with anti-trust violators remains intact, since the FCC can refuse licenses to any applicant it considers unqualified.

However, commission members have contended that elimination of the specific anti-trust provision represents a weakening of FCC's authority.

The final bill also eliminates a section of the House version which prohibited the FCC from discriminating against newspapers in granting licenses.

• Sen. Ernest McFarland (D., Ariz.), a sponsor of the legislation, said the provision was unnecessary, since the FCC does not discriminate against newspapers.

The bill provides for a reorganization of the FCC, but much of this already has been carried out by administrative order. It provides new safeguards to assure applicants of speedy hearings.

Sen. McFarland said the provision on libel—sought by broadcasters—was dropped because it was adopted without complete hearings. The provision had been inserted in the House to clear up the uncertainty created by provisions of the law which prevent broadcasters from censoring political broadcasts.

• For the first time, the FCC is authorized to issue cease and desist orders against broadcasters who violate its rules. Previously, the commission's only sanction has been the withdrawal of a station's license.

Commission members complained that the "death sentence" constituted such a severe penalty that the commission often felt obliged to overlook minor violations.

The House bill would have authorized suspension of licenses and fines, as well as cease and desist orders. However, conferees contended that the cease and desist order would be a fully effective sanction, since violation is punishable as contempt of court.

Names Foreign Ad Agency

Foreign Advertising & Service Bureau Inc., New York, has been named to handle the export advertising program for Owens-Corning Fiberglas Corp., Toledo. Fuller & Smith & Ross retains the domestic advertising account.

Arnold Cohan Corp. Moves

Arnold Cohan Corp., New York agency, has moved its offices to 460 W. 34th St.

Highlights of the Week's News

Duane Jones and Joseph Scheideler are back in the headlines again. This time it's **a libel suit for $3,150,000,** filed by Scheideler against his former boss, Duane Jones ..... **Page 1**

Radio Row is convinced that CBS will reduce its rates. But no one knows when, and CBS isn't talking. The affiliates, however, are outspoken about their feelings. See ..... **Page 1**

The National Better Business Bureau takes issue with the Federal Trade Commission on what constitutes "free." The bureau says that the **public doesn't interpret "free" the way the FTC does** ... **Page 10**

Take two boyhood friends who meet in later years and form a business; add all the media problems peculiar to marketing in Canada; add some distinctive personalities and ideas and you're on your way to an understanding of the **dramatic rise of Cockfield, Brown & Co. Ltd. of Canada** ..... **Page 48**

A Chicago savings and loan association opened its doors last week with all the razzle dazzle of a Hollywood premier. Included in the kick-off were full-page color ads in newspapers, extra hours for the convenience of customers and **even premiums for new savers. Page 53**

For some of the most fascinating reading in the ad business don't miss the first instalment of **"The Lasker Story."** It's one of the most remarkable documents ever published. ..... **Page 64**

Worried about the postal rate hike? The answer may lie in INCREASED mailings. Sound paradoxical? Take a look at Ed Mayer's and Bob Stone's arguments before you shrug off the idea. ... **Page 65**

Ellis Redden, Motorola ad manager, kicked off a heated debate when he came out strongly for **speculative presentations** recently (AA, May 29). This week, AA presents Mr. Redden's rebuttal to his severest critics ..... **Page 68**

What percentage of the sales dollar do **cigaret companies spend on advertising?** AA makes some calculations, comes up with some interesting preliminary data ..... **Page 72**

REGULAR FEATURES

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THE DES MOINES SUNDAY REGISTER
THE DES MOINES SUNDAY REGISTER COVERS
THE DES MOINES SUNDAY REGISTER COVERS ALL IOWA
THE DES MOINES SUNDAY REGISTER COVERS ALL IOWA
THE DES MOINES SUNDAY REGISTER COVERS ALL IOWA
BOB O'REILLY

"Even so, I wish he'd say, 'Polly wants a cracker,' just once!"

Smart bird! Hark to his words.

That's a fact he's citing. The Des Moines Sunday Register *does* cover all Iowa—and how! Two out of three of *all* Iowa families, town and country, no less.

Coverage in 83 of Iowa's 99 counties is an amazing 50% to 100%. In 9 counties more, a high 40% to 49%. At least 21% in the others.

As for the market: In people it's 2½ million strong . . . in *income* it's 3½ billion dollars per year big! That's divided between town folks who outspend big cities like Philadelphia, Boston, San Francisco—and farm families who simply can't be outspent by any others, *anywhere!*

Bet you can see now why the Des Moines Sunday Register is 7th in general advertising linage among *all* Sunday newspapers. Milline rate a modest $1.84.

PACKAGES A STATEWIDE URBAN MARKET RANKING AMONG AMERICA'S TOP 20 CITIES

ABC CIRCULATION March 31, 1952
Daily, 376,658—Sunday, 543,674

THE DES MOINES REGISTER AND TRIBUNE
Gardner Cowles, President
Represented by:
Scolaro, Meeker & Scott—New York, Chicago, Detroit, Philadelphia
Doyle & Hawley—Los Angeles and San Francisco

"This is the size we grow for the Growing Greensboro Market!"

You're right in line to reap a heavy harvest of sales—when you plant your advertising dollars in the Growing Greensboro Market . . . In these 12 prosperous ABC counties nearly 700,000 people (1/6 of North Carolina's total) have 1/5 of the $4-billion buying power in the South's leading state!

With its ideal diversity of steady industrial, agricultural and commercial volume, the Growing Greensboro Market spells Opportunity with a capital "O" . . You'll REALLY sell goods or services in this top-drawer market served by the 100,000 daily circulation of the GREENSBORO NEWS & RECORD!

Only medium with dominant coverage in the Greensboro 12-County ABC Market, with selling influence in over half of North Carolina!

Figures from Sales Management

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

24th of a Series

BRAZILIAN INDUSTRY AND FINANCE

MONDAY

NEW YORK Herald Tribune

BRAZILIAN COMMERCE AND BUSINESS

MARCH 31, 1952

Brazil Plans Industrial Program for Development of Its Resources

Vast Country Sets Mark in Rapid Growth

Now Holds 2d Place In Trade With U.S.

Full Partner in Affairs of

"The Herald Tribune...has contributed much to public understanding of the important relationship between our two countries."

BRAZILIAN TREASURY DELEGATION
OFFICE OF THE FINANCIAL COUNSELOR
OF THE BRAZILIAN EMBASSY
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

PHONES COLUMBUS 5-3125, 5-3152, 5-3154

TELEGRAPH ADDRESS
DELEGADO-NEW YORK

April 10, 1952

Mr. Michael Smiley
New York Herald Tribune
230 West 41st Street
New York, N. Y.

Dear Mr. Smiley:

May I at this time thank you for your efforts in connection with the special issue on Brazil published by the Herald Tribune.

There has been a most splendid reaction to the issue from our friends here and in Brazil.

The Herald Tribune's comprehensive treatment of U.S. - Brazilian finance, trade and investment subjects has contributed much to public understanding of the important relationship between our two countries.

Will you also kindly express my sincere appreciation to your colleagues who worked on this special issue.

With kindest personal regards,

Sincerely yours,

Mario da Camara

BRAZILIAN GOVERNMENT TRADE BUREAU
ESCRITORIO DE EXPANSÃO COMERCIAL DO BRASIL
OF THE
DEPARTMENT OF INDUSTRY AND COMMERCE OF BRAZIL

OFFICE OF THE COMMERCIAL ATTACHÉ OF THE BRAZILIAN EMBASSY

551 FIFTH AVENUE
NEW YORK 17, N. Y.

April 8, 1952

Mr. Michael Smiley
Manager Latin American Department
New York Herald Tribune
New York, N.Y.

Dear Mr. Smiley:

It is with great personal pleasure that I take this means of expressing my thanks to you for the initiative, understanding and hard work which made possible the successful publication of the Herald Tribune's special section on Brazil, the largest of its kind ever published on any foreign country by an American newspaper.

Just in this first week after publication, our office has literally been swamped with responses. We have been unable to make a complete compilation so far, but requests for information on Brazil, as a direct result of the special section, are already in the thousands. Hundreds of personages in U. S. business, industry, and foreign trade have written or telephoned us to express their congratulations for this fine presentation of Brazil.

I am grateful for your efforts on behalf of the mutual understanding between Brazil and the United States and I hope that it will be my pleasure to work with you again.

Very sincerely yours,

José Bettencourt Machado
Acting Director

"...our office has literally been swamped with responses... Hundreds of personages in U. S. business, industry, and foreign trade have written or telephoned..."

America's

MORE EVIDENCE THAT ~~NEW YORK~~ LEADERS ARE

Herald Tribune

230 West 41st Street, New York 36, N. Y.

READERS

'Boys' Life' Boosts Jackson

Charles F. Jackson has been promoted from advertising manager to business manager of *Boys' Life*. He succeeds Paul W. Willson, who has retired after 38 years (AA, June 23). Mr. Jackson will have charge of advertising in his new post.

Austrian Agency Moves

Ray Austrian & Associates, New York, has moved to 53 E. 34th St.

SCREEN PROCESSED, 25 to 300...

Continental Display

24 SHEET POSTERS

ADVERTISING CO.

1411 WYANDOTTE ST. KANSAS CITY, MO.

Monsanto Lists 'Most Promising' Housewares Colors

SPRINGFIELD, MASS., July 1—Eighteen colors have been named "most promising" for housewares by Monsanto Chemical Co.'s plastics division.

The colors, said to reflect retailer sales data, are broken down into three groups. They are:

Group A, for mass market or big volume: vermilion red, a soft spun yellow, emerald green, yachting blue—with flame red (also called flamingo or shocking pink) and cherry red as strong alternates for vermilion.

Group B, rising in popularity: pearl gray, chartreuse or lime green, forest green, burgundy or wine red, soft rose and black.

Group C, high style colors, "recommended for higher-price merchandise for consumers having greater than average income": coral, turquoise blue, avocado green, navy, copper and brown.

Swift Joins Carl Lawson

Michael Swift, formerly with Malap Advertising, Kansas City, Mo., and the Kansas City office of Rogers & Smith, has been named an account executive of Carl Lawson Advertising Co., Kansas City.

Miller Adds Duties

Charles H. Miller, advertising manager of the *News*, Milford, Mass., has added the duties of business manager.

Advertising's TV Future in Canada Is Grim

(Continued from Page 3)

CBC's rates are fixed so that costs to maintain facilities for production of live shows in both Toronto and Montreal will be spread out equally among advertisers. This means that the manufacturer who wants to telecast in Toronto only, will still be paying a price which includes production costs in Montreal.

"Although everyone realizes that the early cost experiences of any new medium may be unusually high, the lack of stations in additional markets, or the CBC's hesitancy to license additional stations in Toronto and Montreal, means that the initial high costs of Canadian television will continue for an indefinite period of time," the report continues.

■ "By contrast, the one saving grace in the U. S. television picture is the fact that they have so many stations and television sets over which to spread the astronomical expenditures so that the actual cost on a per thousand basis has been continually dropped. It seems almost certain that in the face of the lag in the expansion of Canadian television coverage such economies in CBC-TV operations are going to be very slow in developing."

Furthermore, the committee points out that as the number of sets increase, higher rates will go into effect.

The report also warns about the dangers of allowing talent costs to "approach the present scale of charges for TV in New York."

■ The committee also regrets the fact that CBC has decided to take over the production and direction of shows itself.

"Unfortunately, this policy may well result in situations where advertisers will be forced to bear the brunt of responsibility for mistakes in the eyes of the public. It will also mean that the advertiser who is dissatisfied with the production of a TV program can no longer hold his advertising agency responsible for the quality of program, but must rely on the good intentions of CBC."

However, the report points out that, following the experience of the U. S., where it was found that production techniques developed from the efforts of independent producers "with the accompanying reduction in costs," CBC may be forced eventually to change this policy.

■ Finally, the report finds that CBC's attitude toward the advertiser is that his role is "one of sufferance rather than participation on a partnership basis."

The advertiser, however, has "as sturdy a feeling of independence towards any attempt to squeeze the Canadian business man into an artificial framework which has no real relationship to his primary function as a producer and seller of commodities. When that happens, television, like any other medium which imposes too many restrictions, ceases to have any interest for the advertiser."

Promotes Dora di Bartolomeo

Dora di Bartolomeo, business manager, has been promoted to director of the research division of Parks Publishing Co., Chicago. Before joining Parks, she was media buyer for Casler, Hempstead & Hanford, Chicago, and prior to that associated with MacFarland, Aveyard & Co. and Ivan Hill Inc.

Joins Benton & Bowles

Robert Tompkins, formerly of J. Walter Thompson Co., has joined the publicity-promotion staff of Benton & Bowles, New York.

MORE THAN A HALF-BILLION DOLLAR CASH CROP!

By the time you read this magazine — if present forecasts are correct — the second largest wheat crop in Kansas' history will have been harvested. By that time millions of acres will have been harvested, and the great flood of grain will have filled farm granaries, the country elevators and the huge terminal facilities.

The 1952 crop from Kansas alone constitutes more than one quarter of all the winter wheat grown in the country.

THE WINTER WHEAT CROP

in leading states — based on the Dept. of Agriculture estimates as of June 1.

KANSAS	283,764,000 bu.
Nebraska	108,000,000 bu.
Oklahoma	90,132,000 bu.
Colorado	72,960,000 bu.
Washington	71,514,000 bu.
Ohio	50,853,000 bu.
Illinois	42,358,000 bu.
Texas	41,532,000 bu.
Montana	38,564,000 bu.
Michigan	38,186,000 bu.

TOTAL U. S. Yield 1,060,298,000 bu.

THERE'S A HARVEST AHEAD FOR MANUFACTURERS, TOO!

Of course, this great boost in cash income is going to be felt everywhere. Imagine what it means to the state's already high economic status when the farmers' spending power is increased by more than one-half billion dollars!

KANSAS FARMER CAN HELP YOU SELL this tremendous market! All through the year, Kansans turn to Kansas Farmer for local, detailed information that helps them grow bigger, richer crops. And when it comes time to buy, your advertisement next to these trusted columns wins you the same friendly attention and support. Put Kansas Farmer on your schedule **now** — and sell this rich **cash** market.

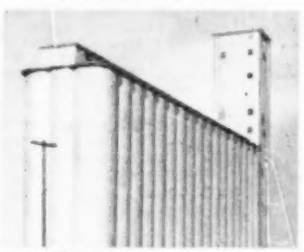
KANSAS FARMER SELLS THE GOODS

Kansas Farmer

The Business Paper of Kansas Farmers

Editorial and Business Office — Topeka, Kansas
Published by Capper Publications
Largest Agricultural Press in the World

The 1952 crop could not have been handled so easily without thousands of combines, many of them self-propelled like picture above.



Prairie Skyscrapers — the towering terminal elevators in the larger cities are bulging with Kansas wheat ready to be shipped out later to the flour mills.

This year's crop is so big, that there's a chance some wheat may have to be piled on the ground as pictured above. Surprisingly, very little grain is damaged under ordinary weather conditions.

PAINSTAKING CRAFTSMANSHIP • FIDELITY OF REPRODUCTION

Graphic ENGRAVERS

PERSONALIZED SERVICE

670 N. Wells St. Chicago 10 WHI 4-3451

Something Is Happening in Pittsburgh

The POST-GAZETTE was the ONLY Pittsburgh Daily to

GAIN in TOTAL GROCERY ADVERTISING

During the First 5 Months of 1952 According to Media Records

TOTAL RETAIL & GENERAL GROCERY LINAGE

POST-GAZETTE	164,017 Line	***GAIN***
SUN-TELEGRAPH	60,584 Line	***LOSS***
PRESS	67,741 Line	***LOSS***

RETAIL GROCERY LINAGE			GENERAL GROCERY LINAGE		
POST-GAZETTE	128,131 Line	***GAIN***	POST-GAZETTE	35,886 Line	***GAIN***
SUN-TELEGRAPH ...	31,757 Line	***GAIN***	SUN-TELEGRAPH ...	92,341 Line	***LOSS***
PRESS	9,615 Line	***GAIN***	PRESS	77,356 Line	***LOSS***

YES, SOMETHING IS HAPPENING IN PITTSBURGH,

as more and more advertisers turn to the

Pittsburgh Post-Gazette

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Gains or Losses—Your Local Newspaper is the Strongest Selling Force in All of Advertising

Sterling Takes On Industrial Accounts: 'Fashion' Agency Adds Martin, Slawter

NEW YORK, July 3—The addition of seven new accounts, two executives and the formation of an industrial division will be announced next week by Sterling Advertising Agency.

Largely a fashion agency during its 38 years of operation, the formation of an industrial division, according to Board Chairman Saul M. Broun, is a step in a projected Sterling expansion program to keep pace with the chemical, dye, plastic and allied industries.

■ Heading up the industrial division will be Donald M. Martin, formerly advertising manager of General Dyestuff Corp. (selling agents for General Aniline & Film Corp.), and Paul B. Slawter Jr., previously v.p. at the House of J. Hayden Twiss agency.

Among the new accounts which will join Sterling are: National Distillers Chemical Co., division of National Distillers Products Corp., Ashtabula, O.; Edwal Laboratories, Ringwood, Ill.; Berkshire Chemicals Inc., New York; Glyco Products Co., Brooklyn and Natrium, W. Va.; Croll-Reynolds Co., New York; Chemical Mfg. Co., New York, and A. Gross & Co., New York.

Donald Martin

Paul Slawter Jr.

■ With the exception of Edwal Laboratories, whose previous agency was Hamilton Advertising, Chicago, all these accounts were formerly with the Twiss agency.

Sterling will announce additional accounts in the next few weeks bringing the total up to about 20.

SMITH JOINS TWISS

NEW YORK, July 3—William A. Smith, executive editor of *Oil, Paint & Drug Reporter*, has resigned to become v.p. of the House of J. Hayden Twiss. Mr. Smith joined the publication in 1939, became managing editor in 1947 and was appointed executive editor early this year.

Smith Fall Advertising Concentrating Locally

Fall advertising for Alexander Smith Inc., Yonkers, N. Y., carpet manufacturer, will be concentrated at the local level. All advertising, handled by Anderson & Cairns, New York, will be placed in 31 Sunday newspapers and supplements. Ads will be in four colors, emphasizing outstanding values to be found in Smith carpets and rugs. A complete sales promotion program for dealers will be available.

Vick Knight Names Whigham

Vick Knight Advertising, Hollywood, has appointed Helen M. Whigham, formerly with H. M. Conner & Associates, media director.

Quality
CIRCULATION BUILDERS
for leading
Magazine Publishers
UNION CIRCULATION CO., INC.
5 Columbus Circle, N.Y. 19 • CO 5-8088
"Over a Quarter Century of Dependable Service"

Publishers Give Numerous Awards at NIAA Meeting

CHICAGO, July 2—Awards flew thick and fast during the 30th annual National Industrial Advertisers Assn. meeting here, June 30-July 2.

Prizes and citations were distributed in eight categories, starting with NIAA's "topper" awards which went to four companies and their agencies (AA, June 23).

Traffic Service Corp. awards for chapter paper excellence went this year to the Philadelphia chapter's "E.I.A. Deadline," 1st prize of $500, and the Cleveland chapter's "IMC Reporter," two-time 2nd prize winner, for $250.

■ Coveted Putman awards, given by Putman Publishing Co. for "the best use of industrial advertising," were presented at the Monday luncheon. First prize of $1,000 was given to Frank G. Hough Co., Libertyville, Ill.; its agency, Ervin R. Abramson Advertising, Milwaukee, received a $700 award. This is the second time Hough has won first place in the competition.

Western Precipitation Corp., Los Angeles, placed second for an $800 award. Its agency, Dozier, Eastman & Co., received $600. United Laboratories Inc., Cleveland, took third prize of $600, and its agency, C. A. Reece Inc., $400.

Master Chrome Service Inc., Cleveland, and its agency, Malcolm Advertising Agency, were awarded $200 and $100, respectively, for fourth place.

Chapter membership awards were presented to the Northern California Industrial Advertising Assn., San Francisco ($250); Hudson-Mohawk Industrial Advertising Assn., Albany ($150), and Eastern Industrial Advertisers, Philadelphia ($100).

■ *Industrial Marketing's* annual awards for editorial achievement, presented today, are listed on Page 52 of this issue.

McGraw-Hill Publishing Co. awards for "outstanding achievement in the industrial advertising field" went to two NIAA chapters. The Pittsburgh chapter took top honors for the second time and a prize of $1,000. Second place and $500 went to the Cleveland group.

Three prizes in the NIAA exhibits competition went to the Carboloy department, General Electric Co., Detroit, for a display designed and built by Gardner Display Co.; to Detroit Edison Co., Detroit, for a display produced by its own staff, and to Norton Co., Worcester, Mass., also for a display produced by its own staff.

The Pittsburgh chapter attendance trophy was presented to E. M. Glebe, who accepted it on behalf of the winning Toronto chapter, of which he is president.

Alan M. Brown, ad manager of Bryant Chucking Grinder Co., received the $1,000 Industrial Press Award. Robert Luchars of Industrial Press Inc. made the presentation.

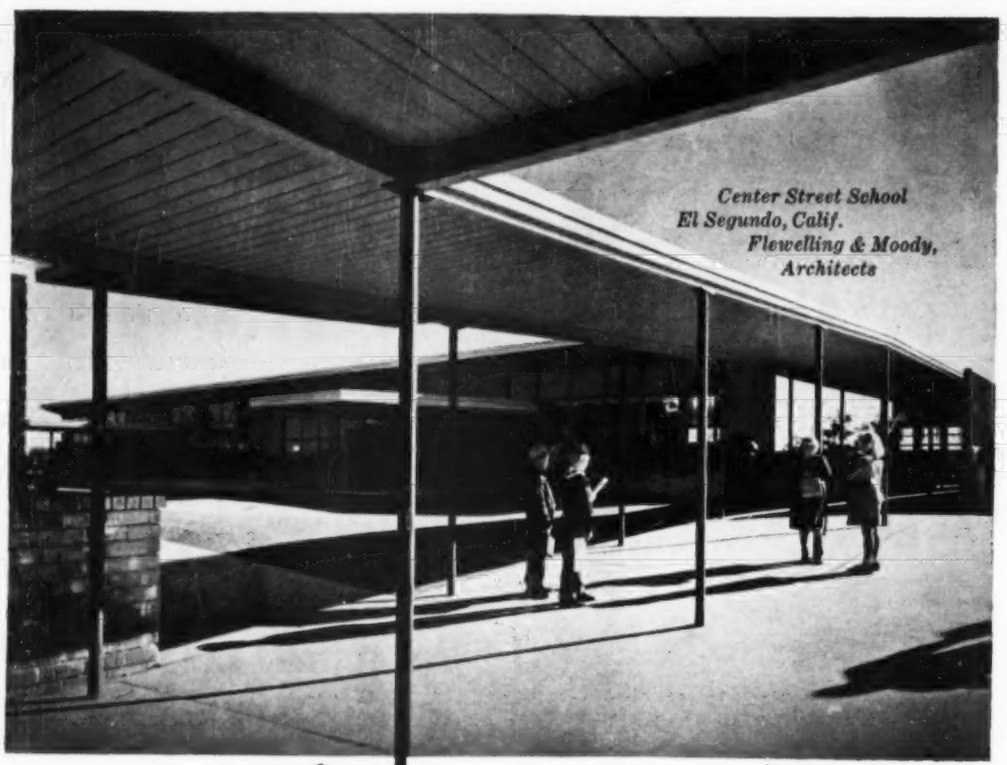
NIAA Meeting

New Haven Admen Elect

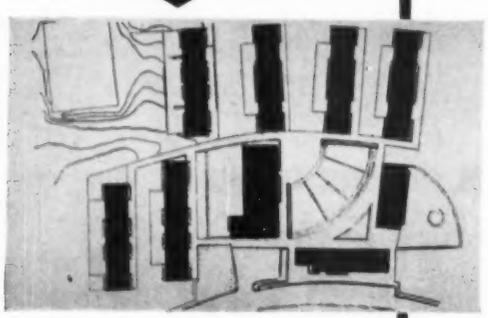
Charles E. Butler, manager of S. H. Kirby & Sons, has been elected president of the New Haven Advertising Club. Other officers elected are George P. Chapman, 1st v.p.; Clarence C. Balthasar, 2nd v.p.; Bruce F. Lehman, treasurer, and Russell E. Rose, secretary.

KIRO Promotes Foster

KIRO, Seattle, has promoted Carroll Foster from director of public affairs to the new position of assistant to the president of Queen City Broadcasting Co., Saul Haas.



From start to finish ... P/A sells all the way!



Building product selection begins when men in architectural organizations first create the mental image of the project. Instantly, this mental picture selects or rejects building products by types.

Your type and brand of products must be sold before architectural creation begins . . . and selling should continue until final specifications are written. Progressive Architecture sells your products all the way...to the world's largest architectural audience.

To put your products in tomorrow's buildings, put your product story before architeam members today . . . in P/A.

PROGRESSIVE ARCHITECTURE
REINHOLD PUBLISHING CORPORATION
330 West 42nd Street, New York 36, N. Y.
CHICAGO • CLEVELAND • SAN FRANCISCO • LOS ANGELES

P/A, READ BY ALL MEMBERS OF THE ARCHITEAM, SELLS ALL THE WAY TO THE LARGEST ARCHITECTURAL AUDIENCE IN THE WORLD

Courtesy of The Museum of the City of New York

Sign of Success

The colonial ship chandler knew the importance of displaying his advertising where it would be seen by *buyers.*

Today, many sellers of advertising media follow the same practice. That is why so many of them use the pages of Business Week.

REASON: Business Week is read by a heavy concentration of Management-Men . . . executives in business and industry who make or influence important *buying* decisions, including the selection of advertising media.

RESULT: Business Week regularly carries the advertising of many leading media. These advertisers know . . .

These Advertising Media Use
Business Week to Reach Management Prospects

American Telephone & Telegraph Co. (Trade Mark Service)
Capper Publications, Inc.
Columbia Broadcasting System, Inc.
Crowell-Collier Publishing Co. (American Magazine)
Curtis Publishing Co. (Country Gentleman Magazine)
Farm Journal, Inc.
Journal of Commerce Corp.
McCall Corp.
Midwest Farm Paper Unit
Opportunity Magazine
Radio Corp. of America (National Broadcasting Co., Inc.)
Reader's Digest Association, Inc.
Reporter Publications, Inc.
Used Equipment Directory
Wall Street Journal
Williamson, E. W. Publications, Inc.
Woman's Day, Inc.

Source: Publishers Information Bureau.

YOU ADVERTISE IN BUSINESS WEEK WHEN
YOU WANT TO INFLUENCE MANAGEMENT-MEN

BUSINESS WEEK

330 WEST 42ND STREET, NEW YORK 36, N. Y.

A McGRAW-HILL PUBLICATION

H. B. Phillips Promoted

H. B. Phillips, who has been head of appliance sales for Cutler-Hammer Inc., Milwaukee, since 1925, has been promoted to sales manager of the quantity sales division. The division sells refrigeration controls, heating devices and small motor switches.

Canadian Adclub Elects

W. E. Riley, photographer, has been elected president of the Belleville, Ont., Sales and Advertising Club. Other officers elected are G. B. Maund, Maund's Services, v.p. and secretary, and T. Henry of the Bank of Montreal, treasurer.

UTAH . . .

POPULAR YEAR-ROUND TOURIST ATTRACTION

1,000,000 tourists annually, in addition to Utah's growing, prosperous economy, is a lucrative market to tap. You can reach the bulk of this market with thrifty Packer heart of the city POSTER locations in Salt Lake City and Ogden.

Write today for details

THE HARRY H. PACKER COMPANY
Salt Lake City, Utah
Warren R. Hadley, Manager, Utah Division

National Better Business Bureau Doesn't Go Along with FTC on Use of 'Free' in Ads

NEW YORK, July 2—National Better Business Bureau takes issue with the Federal Trade Commission's recent decision on what constitutes free offers in advertising.

In issuing a revised chapter on "Free Offers," as a supplement to its "Do's and Don'ts in Advertising Copy," Allan E. Backman, editor and v.p. of NBBB, says: "We are certain that the public's understanding of 'free' is not limited to the 'definite and absolute meaning' assigned to it by FTC. We are equally certain that the public has not learned to interpret the word 'free' as the commission has defined it, and could not have learned to do so because of the practical impossibility of advertising a free offer in compliance with the commission's interpretation.

■ "National Better Business Bureau," Mr. Backman says, "intends to raise no question with national advertisers who use the word 'free' fairly and without deception in conditional 'free offers,' the conditions of which are accurately and conspicuously disclosed."

The supplement issued by NBBB says that the bureau believes "an offer may be properly described in advertising as 'free' if (a) the item is offered without cost or obligation; (b) the item is available upon payment of no more than actual mailing costs, or (c) the purchase of another item is required to obtain the free article or service, provided no element of deception is present."

■ The FTC, on the other hand, says: "The word 'free' may not be used in advertising to designate merchandise that is not in fact a gift or gratuity; an article that is offered conditioned upon the purchase of another article or the performance of a service is not 'free.'"

TOAST TO PHILIP MORRIS—Bruce Robinson of the Bureau of Advertising, American Newspaper Publishers Assn., lights a cigaret for Jeanie Stamler of Biow Co., newspaper buyer for Philip Morris and Dunhill cigarets. The gimmick? A smokers' toast to a Philip Morris sales increase resulting from—you guessed it—a heavy newspaper campaign.

NBBB believes, its new supplement says, "that in seeking to [illegible] law conditional 'free' offers [illegible] advertising, FTC ignores the meaning which the public, through long custom and usage, attaches to that word.

"It would seem reasonable to conclude," NBBB says, "from the commission's majority opinion and order [of May 8, 1952, when it ordered a book club to cease and desist from using the word free or any other word or words of similar import or meaning] that any advertiser that makes a conditional 'free' offer may invite prosecution by the commission.

■ "However," NBBB notes, "a determination of the law on the subject must await decision by the courts on a non-deceptive use of the word 'free.' Pending such clarification of the issue, NBBB intends to raise no question with national advertisers who use the word 'free' fairly and without deception in conditional 'free offers,' the conditions of which are accurately and conspicuously disclosed."

It should be noted, however, NBBB says, that local bureaus are split on this issue. Local bureaus that support the commission's current majority view urge cooperation and compliance in advertising appearing in their communities.

It may be anticipated, the national bureau says, "that local bureaus may protest any use of the word 'free' which conflicts with the commission's policy as stated in this case."

Lady **with a Reputation**

That's Mary Landis . . . chief cook etc., on the "In The Kitchen with Mary Landis" show. Reputations aren't built overnight, you know. It took three years of "doin" for Mary to produce what is now recognized to be Baltimore's outstanding cooking show on Television.

And prominent local and national advertisers will gladly show sales success stories traceable directly to the Mary Landis show.

Here's good, Good News

Anita Conboy, our "Mary Landis" is soon to have a baby. She will continue to direct the show behind the scenes, and give personal guidance to her very capable assistant, Marsha Adams who will do the show 'til Mary returns . . . in person.

"In the Kitchen with MARY LANDIS" now BIGGER and BETTER than ever

- A brand new, custom-built kitchen provides a new setting.
- The exclusive home kitchen-tested seal stamped on every advertiser's product.
- Mary Landis, two home economists, and a special announcer devote full time to this multiple feature program.
- A monthly recipe booklet available to viewers on request.
- Extra aids to make this a complete TV advertising-merchandising package.
- On-the-air and newspaper promotion give certainty to the reputation of this three-year success.

MON. THRU FRI. — 1:00 TO 1:45 P.M.

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO.

Television Baltimore

WBAL-TV

NBC in Maryland

Newspaper Drive Pushes New 20th Century Movie

"Diplomatic Courier," an espionage movie thriller with Tyrone Power in the leading role, is getting a heavy advertising push from 20th Century-Fox Film Corp., New York. Copy will appear in newspapers in 138 major cities within the next few weeks as the picture is released throughout the country.

These ads, which are slanted to attract moviegoers who seek the unusual, the different, absorbing," will be in addition to the regular display ads. "Diplomatic Courier" also will be featured in three ads in *Newsweek* and *Time*. Charles Schlaifer & Co., New York, is the agency.

Mid-Continent Boosts Wason

V. Chase Wason, general sales manager for Mid-Continent Airlines Inc., Kansas City, has been promoted to take charge of the traffic and sales department. He succeeds Hugh W. Coburn, who has resigned to become general sales manager of Yellow Transit Freight Lines Inc.

Elects Two to Board

Howard N. Smith Jr., son of the late Howard L. Smith of Rogers & Smith, Chicago, Dallas and Kansas City, has been elected to the agency's board of directors. Gar W. Yates, v.p. in the Chicago office, also was elected to the board.

Arndt Calls Sales Training Weakest Link in Marketing

PHILADELPHIA, July 1—Sales training is basic to profitable business, but it is still "the weakest link of all factors that move merchandise."

This charge is leveled against manufacturers and retailers, who are held responsible for sales training, in the current issue of "Results." The bi-monthly publication of John Falkner Arndt & Co. cites sales training as "the greatest single area for improvement if American business is to continue at the rate of sales expansion marked by the past 50 years."

"Results" shows statistically that the efficiency of the American salesman is below what it was several years ago. Chief reasons, it explains, are that relatively few salesmen in stores today have ever sold in a normally competitive market and the few who have are commanding premium because of their success during the war.

■ As a yardstick for measuring the areas where the need for sales training exists, "Results" has compiled a check list for both retailer and manufacturer. Questions asked manufacturers include:

1. Do you show your sales representative each product and how it is made?
2. Is the salesman briefed on the competitive products, and how to sell without knocking them?
3. Is he supplied with case histories of how successful sales representatives or retailers have sold or promoted the product?
4. Does he know the major buying groups in his territory?
5. Is he provided with a complete schedule of his firm's advertisements, proofs, samples of merchandising aids, advance notice of magazine editorials?
6. Is he supplied with literature, movies, and slides for training retailers on how to sell his product?

Among questions asked retailers:

Have you a permanent, organized sales training program?

Do you encourage manufacturers to help with your sales training, tell them the kind of material you want and then use it when it is prepared in a practical way?

3. Has the buyer instilled in his sales people the same confidence in the product as he had when he took it on?
4. Do the sales people know the brands, assortments and differences in the stocks they are expected to sell?
5. Do they wait until a customer catches their eye, or approach immediately with a sales message in mind?
6. Do they know the general advertising plans of the manufacturer for the lines they sell?

BofA Names Ottinger General Sales Manager

John C. Ottinger Jr., formerly director of sales development, has been named general sales manager of the Bureau of Advertising, American Newspaper Publishers Assn. Succeeding Mr. Ottinger in the sales development post is William W. Smith, formerly associate director.

John C. Ottinger Jr.

William W. Smith

In his newly created post, Mr. Ottinger will head the bureau's direct sales operation. He will have headquarters in New York. Mr. Smith will act as coordinating head of the bureau's work in its retail, research and promotion departments.

Graham Adds Stanley Division

Hugh H. Graham & Associates, New Britain, has been named to handle advertising and sales promotion for the Stanley Magic Door division of Stanley Works, New Britain, Conn., effective Aug. 1.

Starts Drive for Sun Glasses

Willson Products Inc., Reading, Pa., is including radio and TV in its campaign this summer for its sun glasses. Twenty markets will be covered on television before July 4 and the company will participate in the "Stop the Music" program over ABC radio, Sundays, 8 p.m., EDT. Theme of the campaign is "Willsonite Sun Glasses for Everyone Under the Sun." Beaumont, Heller & Sperling, Reading, is the agency.

Two Appoint Lund & Heitman

Snowflake and Krispy Krust Bakeries, Honolulu, has named Lund & Heitman, Honolulu, to direct its advertising and merchandising. Canada Dry Bottling Co. (Hawaii) also has appointed the agency to direct its advertising.

Randall Joins Julian Gross

Bruce B. Randall Jr., formerly advertising manager for Petroleum Heat & Power Co., Stamford, Conn., heating equipment maker, has been named v.p. and account executive of Julian Gross Advertising, Hartford.

NBC Appoints Sullivan

Cornelius K. Sullivan, formerly director of the men's division for the United Hospital Fund of New York, has been named a public relations representative for National Broadcasting Co. He succeeds Frank Young, who recently was promoted to director of the NBC press department.

Tuttle Joins National

Robert E. Tuttle, formerly v.p. and account executive on Nash Motors with Geyer, Newell & Ganger, Detroit, has joined the national sales group of National Advertising Co., Waukesha, Wis., highway advertising plant operator. He will operate from the Waukesha headquarters.

Appoints Campbell-Mithun

Radio Craftsmen Inc., Chicago maker of high fidelity radio and television chassis for custom installation in homes, offices and institutions, has named the Chicago office of Campbell-Mithun to direct its advertising. Previously, W. S. Kirkland Advertising, Chicago, handled the account.

if

you are interested in giving your product promotion program greater selling impact with the consumer at the local level . . .
Write to Dept. S-2.

Drake PUBLISHING COMPANY

185 NORTH WABASH AVENUE • CHICAGO 1, ILLINOIS
SPECIAL CONSUMER PUBLICATIONS AND MAGAZINES

Agency Men and Clients agree on this Advertising Insurance

The client wants his advertising to produce sales. The agency executive does, too.

Both agree that it's harder for advertising to pull when prospective customers don't know where to buy the client's product.

And both agree Trade Mark Service in the 'yellow pages' of the telephone directory increases results . . . because it makes it easy for prospects to find the client's outlets in their communities.

And when the client's messages—in newspapers, magazines, on radio and TV—include the statement "See the 'yellow pages' of your telephone directory for our authorized dealers," the advertising will be even more productive.

That's Advertising Insurance.

Why not recommend Trade Mark Service to your clients and insure results from your campaigns?

For further information call your local telephone business office, or see the latest issue of Standard Rate and Data (Consumer Edition)

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1336), 901 Second Ave., New York (MU 6-8180), National Press Bldg., Washington 4, D. C. (Re 7669). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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15 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Foreign $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

A Lesson in Public Relations

Every advertising and public relations man who has ever turned out a piece of stuffy p.r. copy—and every advertiser who has ever paid for one—ought to get himself a tear sheet of a half-page ad which appeared in the June 15 issue of the *Toledo Blade*.

In this unusual ad, Sig Metzger, local produce man, does as fine a job of believable public relations as we have seen in a long time. Mr. Metzger, it seems, got clipped by the OPS for an over-ceiling charge on potatoes. But he isn't fighting mad—just confused, and he tells his experience in completely believable prose.

"I'm pretty sure we could have disproved most of the charges if we could have dropped out of the produce business and put everybody to work checking through 18,000 invoices," he says after explaining in detail how difficult it is to determine the ceiling price, "but we figured it was cheaper to pay the man the $1,196.

"It sort of hurt to do it, though, because I knew that all the black market boys, who were making up to $5 a bag on the side, were laughing at me for getting nailed for an unwitting overcharge of a few cents a bag. You see, the black market boys don't put the actual selling price on their invoices. . .only merchants who are trying to obey the law do that. . .

"Of course, the federal court action was reported in *The Blade*. Mind you, *The Blade's* account was perfectly accurate and quoted the government attorney who was nice enough to say that the S. Metzger Co. was NOT accused of black market operations.

"But any business man knows that if you are publicly accused of overcharging your customers, you cannot escape the implication of black market operations or something equally criminal. It's a lingering impression, difficult to erase.

"So, I become the rare man who runs a half-page ad because of my government, which was doing its duty, and a newspaper story which was completely accurate and fair.

"Things have quieted down in the potato market. . .So I'd like to take a little time off and go fishing. But I couldn't go fishing with an easy mind if I thought anyone in Toledo was under the impression that the S. Metzger Co. didn't do its darndest to obey the law.

"That's the reason for this advertisement."

And we say again that all p.r. men ought to get a copy of the ad, and pull it out whenever they start saying something to the public.

Faster Action Might Help

We have been looking at the initial ads being sponsored by the upholstery leather group of the Tanners' Council of America, and nice ads they are, too. "When you buy your next car. . .or furniture for home or office," they tell us, "be sure the upholstery is genuine leather and enjoy the luxury, the satisfaction, the distinction that only genuine leather affords."

The ads will probably help reestablish leather in the minds of millions of people who have by now been pretty thoroughly convinced that synthetic substitutes are cheaper and "just as good." But we couldn't help feeling a bit sorry that these ads hadn't started running five years ago, instead of last month. In the interim, a substantial part of the horse has been stolen from the barn, and it is doubtful how much of the carcass can be salvaged in this late scurry to lock the door.

We are using the Tanners' Council campaign only as an example. In almost every instance in which an industry has joined advertising hands to meet a threat from substitutes or new inventions, the industry has lost immeasurable ground by moving too slowly, and by letting the new competition become too firmly intrenched before starting its counter-action.

There is a lesson here for industries which see a tiny cloud on the distant horizon.

—*This Week Magazine*

"You're in luck, Mac. We just this minute had one returned."

What They're Saying

Farmers Move Up

Today's farmer has moved out of the laboring class into the economic class that we refer to as "professional" or "executive." He is a man of means, with ability to buy what he wants, when he wants it. As an example, you will recall that about a year ago Regulation W put some rather stringent regulations on credit purchases of many items which we call "hard goods." We wanted to know how this would affect farmers in their buying so we had a special analysis made by the Survey Research Center of the University of Michigan, based upon data obtained for the 1950 Survey of Consumer Finances of the Federal Reserve Board. This nationwide study showed that 72% of the farm buyers paid full cash when buying autos, whereas only 41% of the buyers in 12 largest metropolitan areas put all the money on the barrel head.

And in the purchase of other durable goods (such as refrigerators, washing machines, vacuum cleaners, radios, etc.) farmers paid spot cash for 66% of their purchases, whereas metropolitan buyers could write a check "in full" for only 47% of their purchases.

—Victor Hawkins, director of research, Capper Publications, in an address at the 38th annual convention, National Warm Air Heating & Air Conditioning Assn.

Second Class Mail

The growth of the press in this country has been one of our nation's greatest accomplishments. The spread of newspapers into practically every community of the country, the growth of our regional and national newspapers and almost the entire growth of magazines followed the adoption of low second class postal rates in the year 1879. These low rates came as the result of lengthy discussions of Congress following the close of the War Between the States. A reading of the debates in Congress indicates that there was much concern over the danger of separatism. We know that at that time there was concern as to whether the West Coast could be retained within the Union and there was acute memory of the lack of common understanding which to a degree at least had brought on the war of '61 to '65. . .

The reasons for low postal rates to the newspapers and magazines are just as sound today as they were in 1879. The policy then established was to maintain low costs for the distribution of newspapers and magazines in order to make possible low prices for them and thus to secure the widest possible dissemination of information to the public. . .

—Walter D. Fuller, chairman, Curtis Publishing Co., in an address before the National Editorial Assn. in Buffalo on June 21.

Recruits for Industry

Think of the men you employ. Do they all come from New York City? No, they came from out of town. That is why, when we sit and look at a survey from Purdue University, we are much concerned over such statistics as these: 18% of the students believe that basic industries should be owned by the government, 49% believe that the large masses of people are incapable of determining what is good for them, 19% are on the fence, 68% reject the democratic way of life.

It is our moral responsibility to get these future recruits of industry to believe in the importance of our economy, to keep on selling our way of life. That is the job we at NSE are trying to do—the job in which you fellows are participating.

—Robert A. Whitney, president, National Sales Executives Inc., speaking before the Sales Executives Club of New York, June 17.

Art Director's Problem

I have the feeling that the art director is often fighting the wrong fight. A *purely* aesthetic quarrel about his right to divide a given area of white space in a particular style doesn't seem to me to be a very justifiable argument. He has, after all, offered his talent for hire to a man who has something to sell. In all good faith he is bound to use his very considerable abilities to that end. If he thinks of design alone, and fails to employ it to express the point of the ad, he has failed as a designer.

—William Golden, creative director, advertising and sales promotion, CBS Television, in Type Talks, published by the Advertising Typographers Assn. of America.

Rough Proofs

According to the world's greatest advertising journal, "Nassau doubled ad budget, and number of tourists doubled."

Sounds logical.

•

"K&E drops Kellogg after 18 years."

Could this be a variation of one of those man-bites-dog stories?

•

It's already more than evident that TV can be a big success with Bing Crosby, and that Bing can be a great success with TV as long as his toupee holds out.

•

"Fiance, near proposing, hears of girls' affairs," headlines a metropolitan newspaper's version of a column of advice to the lovelorn.

Seems as if some of these fiances are very slow to pop the question.

•

Representative Ramsey, of West Virginia, who wanted to make "political" advertising non-deductible, is evidently regarded as expendable by his constituents, who have retired him to the serenity of private life.

•

McCreery offers a girl in the Silf-Skin girdle, who looks slightly wicked with the aid of a Hathaway shirt man's eye-patch.

This could be the beginning of a beautiful friendship.

•

"You might steal 892 bases," says the Fetzer Broadcasting Co., referring to Ty Cobb's pilferage record.

And you might steal 892 radio plugs if you offered your wares as prizes on sponsors' give-away programs.

•

"We are well-established New York manufacturer and ready to expand just as fast as a young wheel-horse can take over the sales promotion whip," says an advertiser.

Isn't he putting the whip before the horse?

•

The National Cotton Council and the Linen Supply Assn. are addressing a "wash your face" campaign to industry, on the theory that "vigorous rubbing with a cotton towel stimulates circulation."

The only people not interested in face washing are the gals with semi-permanent Simoniz jobs.

•

"Biggest in Texas!" proclaims the *Ft. Worth Star-Telegram*, which pictures the paper under a five-gallon hat which looks very much like that of Col. Amon Carter.

•

"Is air conditioning costly to maintain? . . . You can be sure if it's Westinghouse."

Oh, well. all good things cost money.

•

"Champion of them all!" is the way Joe Louis describes his brand of Kentucky bourbon.

And he doesn't mean it will knock you through the ropes.

COPY CUB

THROUGHOUT PHILADELPHIA, THE NATION'S 3rd MARKET, THE KEYNOTE IS

expansion

NEW BUILDINGS FOR BUSY INDUSTRY ARE SPRINGING UP CONSTANTLY IN THIS THRIVING AREA.

NEW $8,000,000 BUILDING FOR SMITH, KLINE & FRENCH LABORATORIES EXEMPLIFIES PHILADELPHIA'S INDUSTRIAL GROWTH

Recently constructed, this combination of plant, laboratories and offices, is one of the most modern and complete pharmaceutical buildings in the world. Similarly, all through the Nation's 3rd market, there's tangible evidence of the multi-billion dollar expansion that's going on.

THE INQUIRER, PHILADELPHIA'S FIRST NEWSPAPER, MATCHES THE AREA'S GIANT FORWARD STEPS WITH CONTINUED PROGRESS.

STEADILY INCREASING IN LINAGE THE INQUIRER IS IN UNDISPUTED FIRST PLACE IN PHILADELPHIA!

Making daily increases in advertising linage, THE INQUIRER stays way out in front among Philadelphia newspapers. Today, THE INQUIRER leads in NATIONAL, RETAIL, DEPARTMENT STORE, CLASSIFIED and TOTAL advertising!

The Philadelphia Inquirer

Philadelphia Prefers The Inquirer

Exclusive Advertising Representatives: **ROBERT T. DEVLIN, JR.**, Empire State Bldg., N.Y.C., Longacre 5-5232; **EDWARD J. LYNCH**, 20 N. Wacker Drive, Chicago, Andover 3-6270; **GEORGE S. DIX**, Penobscot Bldg., Detroit, Woodward 5-7260. *West Coast Representatives:* **FITZPATRICK & CHAMBERLIN**, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0259

Riding

the Rough String

In the GREAT PAGEANT of the West,
every good rider had tough horses to handle.

The scenery changes in business, but every Sales and advertising Executive has a "Rough String" too . . .
Selling problems vary. New Tactics, New Ways, New Moves . . .

PICTORIAL REVIEW'S ALL-STAR VALUE
Gives big, Flexible Strength for Your Use IN:

Throwing your Best Sales Attack at your strongest or weakest markets–
Counteracting competition in markets where it is toughest–
Increasing net by working larger profit markets nearer your plants–
Fitting special tactics to some sales divisions–
Stepping up frequency where it counts–
Varying your attack to fit market differences–
Peaking your attack where your profit potential is greater–
Building weak markets of volume importance–
Holding or increasing regional position or volume–
Localizing attack in distributors' territory–
Stretching your dollar to get top use of Color–

Sunday
Pictorial Review
DISTRIBUTED WITH THE SUNDAY ISSUES OF HEARST NEWSPAPERS IN THESE TEN MARKETS

BOSTON • NEW YORK • BALTIMORE
PITTSBURGH • DETROIT • MILWAUKEE
CHICAGO • SEATTLE • LOS ANGELES
SAN FRANCISCO
Buy one city — some or all the choice is yours

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

Brach Plans 3-Part Fall Ad Campaign

CHICAGO, July 1—E. J. Brach & Sons, one of the nation's big candy advertisers, has announced a three-part fall campaign.

The national promotion will run from mid-September through Christmas in three successive stages. Arthur Meyerhoff & Co., the Brach agency, has scheduled color pages in *Life* and the *Saturday Evening Post*, color insertions in Sunday rotogravure sections of 19 newspapers and radio spots at the rate of 600 per week.

The drive will be launched around a harvest theme, with ads backing Brach's Twenty Varieties chocolates, toffees, Three Color Corn and bridge mix. In the second phase, Brach's chocolate covered cherries will be featured, with secondary support for Brach's Morningside, Villa and Royal Anne brands. The campaign will be completed with a Christmas promotion pushing three- and five-pound boxes of chocolates, Burgundy Mix, peanut clusters and assorted hard candies.

E. O. Blomquist, v.p. in charge of sales and advertising, said extensive point of purchase materials will be made available to all dealers for tie-in purposes.

Book Match Awards Set

The Match Industry Information Bureau, 1 E. 43d St., New York 17, is presenting its first annual book match advertising awards this year. Deadline is Sept. 1. Awards will be made on the basis of "distinguished use of book match advertising." Winners will receive a bronze three-dimensional plaque shaped like a book match, called a "Joshua" after Joshua Pusey, who patented the book match in 1892. Awards will be presented on the anniversary day of the patent, Sept. 26.

Buffalo Sales Execs Elect

Ralph C. Waterhouse, district sales manager for Brown & Bigelow, has been elected president of the National Sales Executives of Buffalo. Other officers elected are Frederick W. Bonacker, general sales manager, Carborundum Co., 1st v.p.; Edward J. Eagan, president of E. J. Eagan Personnel Consulting Service, 2nd v.p.; Robert E. Sommer, sales manager of Niagara Frontier Sewing Machine Co., secretary, and Ray C. Neal, president of R. C. Neal Co., treasurer.

No. 6 in a Series

New.... AND Better

The Pioneer Now Offers the Finest Equipment on the Highways

NATIONAL VAN LINES, INC.

The ultimate in moving equipment. Every movement can now be handled even more efficiently. *This*, with 50,000,000 miles of moving experience, is your assurance of complete satisfaction in every detail.

YES SIR . . . for the best in moving service, contact your nearest National office or agent — refer to the yellow pages in your telephone book.

NATION WIDE AGENCY ORGANIZATION

NATIONAL VAN LINES, Inc.

SAN FRANCISCO NATION WIDE NEW YORK

SACRAMENTO LOS ANGELES WASHINGTON, D.C. DALLAS

EXEC. OFFICES: 2431 IRVING PARK ROAD CHICAGO, ILL.

Evinrude Names Cavanaugh

Joseph F. Cavanaugh, previously public relations director of the United Fund of St. Joseph County, Ind., has been appointed public relations director of Evinrude Motors division of Outboard, Marine & Mfg. Co., Milwaukee.

Larson Named Production Head

Ray B. Larson, formerly with R. R. Donnelley & Sons Co., Chicago printer, has been named production manager of Lamport, Fox, Prell & Dolk, South Bend agency.

'Gazette' Increases Price

The *Cedar Rapids Gazette* has increased its carrier price in Cedar Rapids and Marion from 35¢ to 40¢ a week. The paper said the adjustment was made necessary by greatly increased publishing costs.

Sutton Elected President

David Sutton of Kremers-Urban Co., Milwaukee pharmaceutical chemicals maker, has been elected president of the Sales Managers' Assn. of Milwaukee.

Warner to Home Furniture

William Warner, formerly national ad manager for Alexander Smith Carpet Co., New York, has been named ad and merchandising manager for Home Furniture Co., Colorado Springs.

Brunner Named Traffic Head

Dorothy Brunner, formerly associated with the Delta Mfg. division of Rockwell Mfg. Co., Milwaukee, has been named traffic manager of Maercklein-Nelson, Milwaukee.

NBP Adds 2 Publications

Mid-West Contractor, published by Mid-West Records Inc., Kansas City, and *Southern Hardware*, published by W. R. C. Smith Publishing Co., Atlanta, have joined National Business Publications Inc.

ABP Issues Bibliography

Associated Business Publications, New York, has issued a new bibliography of business paper publishing. Copies are available free of charge from the association at 205 E. 42nd St.

Reprinted from Fortune
July, 1952

Photographs for Fortune by Ben Wolmer

What's Wrong with Retail Salesmanship?

Selling in Today's Economy: IV

The U.S. selling apparatus is the greatest tribute to the customer the world has ever known. To come up with the kinds of products that the customer will like, consumer-goods manufacturers spend millions each year on product research and design; to whet his appetite, they spend at least $3 billion advertising to him over radio and television, in newspapers and magazines, on carcards, and on blimps in the sky; to close with him, they maintain battalions of salesmen to move the products from factory to distributor and wholesaler, and on to the retail store, where, like an inverted pyramid, the whole great machine comes to focus—at the last two feet of counter between the customer and the sale.

And here, right now, the whole apparatus is grinding to a halt.

The average salesperson, as FORTUNE's store survey demonstrates (see page 81), is not only doing a poor selling job, in many cases he is actually *discouraging* customers from buying. Furthermore, his performance has been growing worse. The Willmark Service System, which analyzes retail selling, reported that last year the efficiency of retail salespeople—objectively measured in such terms as suggestion selling and trading up—dropped to a new low. Only one out of six salespersons in Illinois stores, according to a University of Illinois study, made any attempt at follow-up or suggestion sales last year—compared with one out of three before the war.

The important question about retailing no longer is how much the nation's stores are selling; it is how much they are *not* selling. How many sales are retail salespeople fumbling—if not actually driving out of the stores—on any working day? Certainly it adds up to at least $3 billion a year, and if a statistical answer could be pinned down it would be one of the most sensational loss figures in business history.

Consumer-goods manufacturers are becoming excruciatingly aware of what this means to them. "I finally get my product into the store," says one national advertiser, "and

Brandywine Marks 25th Anniversary with New Campaign

WEST CHESTER, PA., July 2—The dual personality of the mushroom will be highlighted in a heavy year-long promotion by the Brandywine Mushroom Corp. to put over the vegetable as a main dish as well as a garnish.

Tying in with the firm's 25th anniversary, the campaign will use ads in women's service magazines, newspapers, trade publications and national radio and TV spots. Ads will offer a special silver anniversary recipe booklet, featuring 25 recipes of main dishes built around mushrooms.

Part of the ad series will tell the story of this staple and fancy food. Copy will describe the men who have been responsible for making the mushroom available year-round to consumers through special cultivation and canning processes.

Gray & Rogers is directing the campaign.

Ranney Elected President

Dudley P. Ranney, clerk and general counsel, has been elected president of Prime Mfg. Co., Lynn, Mass., maker of Prime innersole process machinery. He succeeds Andrew R. Ridderstrom, who has resigned. Raymond W. King, manager of the service department, has been placed in charge of sales.

WMPS Promotes Three

Harold R. Krelstein has been elected president of WMPS, Memphis. He succeeds Abe Plough. Mr. Plough, president of Plough Inc., drug and cosmetics maker, which owns the station, has been elected to the new spot of chairman of the executive committee of WMPS. William B. Rudner has been advanced to v.p. Mr. Krelstein, who also is a v.p. of Plough Inc., continues as general manager and Mr. Rudner continues as station director.

Rice Flakes Bow in Ontario

Nabisco rice flakes, new product of Canadian Shredded Wheat Co., Niagara Falls, Ont., is being introduced to Ontario consumers during July. Daily newspapers in Ontario will carry introductory copy of 1,600 lines, followed by a series of 1,200-line ads and smaller insertions. The product package carries particulars of two premium offers, and these offers are featured in ad copy, with a recipe for the rice flakes. MacLaren Advertising Co., Toronto, is handling the campaign, which will run throughout the summer and early fall.

Fla. Newspaper Admen Elect

James Banta of the *Tallahassee Democrat* has been elected president of the Florida Daily Newspaper Advertising Assn. Other officers elected are Helen Newsom, *Ocala Star-Banner*, 1st v.p.; Dan Gattoni, *Miami Daily News*, 2nd v.p.; George Schmidt, *Daytona Beach News* and *Journal*, reelected treasurer, and V. J. Obenauer Jr., president of Publishers Representatives of Florida, reelected secretary.

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the key department stores average
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the area. In Pittsburgh, for example, 1

Who's interested? Who cares about the selling struggles now facing every business? Salesmen? Sure. Sales Managers? You said it. But above the obvious, selling in today's economy must be the overwhelming concern of *business management*. That's one reason why FORTUNE's business-leader-readers spend 3 to 4 hours, 3 to 4 times a month *reading* FORTUNE. These men are interested not only in better selling . . . but in making products that will sell better. That's why business leaders are more likely to read your advertising when they see it in FORTUNE. For proof of this statement, read this example of . . .

What happens . . .

when advertising runs in FORTUNE.

Mr. Perry Cabot, Director of Advertising for Gray Manufacturing Company, Hartford, Conn. (makers of the Audograph dictating machine) writes: ". . . *You'll be glad to know that although we joined FORTUNE for qualitative leads . . . we're getting quantity, too . . .* " Earlier, Gray had reported FORTUNE's cost per inquiry: 20% lower than that of "Magazine A" and 67% lower than "Magazine B". Identical schedules and copy were used.

Your advertising deserves the considered judgement of management. Therefore, it deserves FORTUNE. For proof of any of our statements, ask your FORTUNE representative. Or—call or write FORTUNE Magazine, 9 Rockefeller Plaza, New York 20. (JUdson 6-1212).

Fortune

. . . *Where Business Readers Concentrate On Business News-in-Depth*

Winston-Salem

A GROWING MARKET OF MORE PEOPLE WITH MORE MONEY TO SPEND THAN EVER BEFORE

A 9-COUNTY MARKET with 1951 FOOD SALES of $61,469,000*

*Sales Management, 1952 Survey of Buying Power

The JOURNAL & SENTINEL are the only papers that cover this rich, growing market in the South's No. 1 state.

The JOURNAL & SENTINEL are the only papers in the South offering a Monthly Grocery Inventory, an ideal test market.

The JOURNAL & SENTINEL are the only papers completely blanketing an important 9-county segment of North Carolina.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM TWIN CITY
JOURNAL and SENTINEL
MORNING SUNDAY EVENING
National Representatives: KELLY-SMITH CO.

Family Circle gained more than any

THE TEN LARGEST MAGAZINES ON THE BASIS OF CIRCULATION GUARANTEES

	MARCH 1952 CIRCULATION	MARCH 1951 CIRCULATION	CIRCULATION GAINS	LATEST PUBLISHED CIRCULATION GUARANTEES
FAMILY CIRCLE	3,500,000	2,893,881	606,119 Gain	4,000,000
McCall's	4,380,504	4,058,209	322,295 Gain	4,000,000
Saturday Evening Post	4,351,275	4,055,995	295,280 Gain	3,800,000
Woman's Home Companion	4,295,562	4,027,368	268,194 Gain	4,100,000
Life	5,397,851	5,245,141	152,710 Gain	5,200,000
Ladies' Home Journal	4,787,930	4,635,894	152,036 Gain	4,275,000
Better Homes & Gardens	3,691,286	3,656,078	35,208 Gain	3,400,000
Look	3,326,269	3,310,170	16,099 Gain	3,250,000
Collier's	3,185,325	3,187,790	2,465 Loss	3,100,000
Woman's Day	3,896,158	4,044,283	148,125 Loss	3,750,000

Family Circle's circulation guarantee was 3,500,000 beginning March 1952; 4,000,000, as of January 1953.

As an advertiser, you have your choice of many fine magazines in which to advertise your products. Listed on the left are the top ten in circulation. Few advertisers can afford to buy them all. Which will produce the best results for your advertising dollars?

If your products are used in and around the home, your primary prospects are not just women but housewife-shoppers who decide brand purchases for themselves, their families, and the home.

Family Circle automatically selects housewife-shoppers because it is sold only in the 8,500 stores of 14 leading grocery chains in 48 states and Canada.

Among the leading women's magazines is there one that shows proof of unusual reader interest by attracting more new housewife readers? That's where you want to place your advertising.

Family Circle gained 606,119 additional housewife-readers in the past year. More new readers than any woman's magazine. More new readers than any magazine!*

Unlike most magazines, Family Circle is 100% single-copy "newsstand" circulation. No special inducements. No deals. No subscription reductions.

The more than 3,500,000 housewife-shoppers who buy Family Circle today step up and buy it because they like what's inside the magazine. Three out of four Family Circle readers buy it every month!

For advertising results—follow the reader. Put your advertising to work in Family Circle, whose editorial pages continue to attract more new readers than any other magazine.

Advertising results? *Family Circle gained more pages of advertising in the first six months of 1952 than any other leading monthly magazine.* Costs? *Family Circle has the least cost per-page-per-thousand of any of the top ten magazines.* For better results from your advertising dollars in 1953, call your advertising agency today about *Family Circle.*

4,000,000 circulation guarantee

ABC AUDITED PAID CIRCULATION

IF YOUR PRODUCT APPEALS TO HOUSEWIVES ... APPEAL TO

GROCERY PRODUCTS advertising parallels product distribution in 14 leading grocery chains that rang up more than four billion dollars—11% of U. S. food store sales—in 1951.

DRUGS & TOILETRIES are sold in more than half of the 8,500 stores that sell Family Circle. Family Circle circulation is concentrated in the U. S. counties where 82% of all drug stores are located.

APPLIANCES & EQUIPMENT dealers say (in a new survey) they want to locate next to supermarkets for customer traffic. The housewife-shoppers who buy Family Circle are their best prospects.

new readers in the past year

other magazine . . .

Family Circle delivers national circulation where sales are made

Family Circle is sold in all 8,500 stores of 14 leading grocery chains located in 48 states and Canada. These stores rang up over ***4 BILLION DOLLARS*** in sales in 1951 and accounted for one-third of U. S. chain grocery volume.

FAMILY CIRCLE DISTRIBUTING CHAINS AND LATEST ANNUAL U. S. SALES

Albers	$ 66,845,000	Hill	$ 20,000,000
American	510,451,000	Jewel	209,244,000
Bohack	115,268,000	Kroger	997,086,000
Butt	40,000,000	Red Owl	89,834,000
Dixie Home	55,034,000	Safeway	1,320,919,000
First National	406,773,000	Weingarten	51,792,000
Grand Union	179,367,000	Winn & Lovett	174,724,000

TOTAL SALES $4,237,337,000

Coverage in Key Markets

97% of Family Circle's circulation is concentrated in 1,695 counties that account for 87% of U. S. retail sales, 88% of food sales, 86% of drug sales, and 83% of U. S. families. 64% of Family Circle's U. S. circulation is concentrated in the metropolitan county markets.

Family Circle gains more advertising pages than any other leading monthly magazine

These figures point out how much advertisers are increasing their investments in a select few magazines while curtailing their expenditures in the other leading monthly magazines.

	FIRST SIX MONTHS 1952	FIRST SIX MONTHS 1951	PAGES GAINED
FAMILY CIRCLE	396	336	60 Gain
Woman's Day	443	405	38 Gain
McCall's	447	435	12 Gain
Better Homes & Gardens	861	899	38 Loss
Woman's Home Companion	406	483	77 Loss
Good Housekeeping	748	871	123 Loss
Ladies' Home Journal	586	719	133 Loss

Family Circle costs the least of the top ten magazines

Family Circle has the lowest cost per-page-per-thousand for black-and-white and four-color advertising of the top ten magazines.

	B/W PAGE RATE PER M	4-COLOR PAGE RATE PER M	LATEST PUBLISHED CIRCULATION GUARANTEES
FAMILY CIRCLE	$2.75	$3.60	4,000,000
Woman's Day	2.80	3.87	3,750,000
McCall's	3.13	4.17	4,000,000
Woman's Home Companion	3.14	4.20	4,100,000
Ladies' Home Journal	3.16	4.33	4,275,000
Better Homes & Gardens	3.21	4.38	3,400,000
Collier's	3.26	4.72	3,100,000
Look	3.52	5.27	3,250,000
Saturday Evening Post	3.61	5.36	3,800,000
Life	3.69	5.56	5,200,000

beginning January 1953

THEM IN FAMILY CIRCLE MAGAZINE . . .

HOME FURNISHINGS advertisers use Family Circle to build customer traffic in their dealers' stores. Family Circle housewife-readers are neighborhood shoppers.

APPAREL sold in department stores all over the country is tied-in with Family Circle fashion promotions. Stores say "Family Circle readers are among our best customers."

Circulation figures:
A.B.C. Publishers' Statements, June, 1951 for all 1951 figures. A.B.C. Interim Reports for 1st quarter 1952 for all magazines except Family Circle, which does not issue an interim report. Figure for Family Circle March 1952 circulation is Publisher's approximation. Figures for the weeklies and bi-weeklies are averages for their March issues.

** H. G. Hill Stores, with initial first month's circulation of 15,000 in December 1951, was the only chain added in the year March 1951-1952.*

Advertising figures:
Publishers Information Bureau

Advertising rates:
Standard Rate & Data Service

Family Circle

NEW YORK • CHICAGO • SAN FRANCISCO

Biederman Joins Wynn Oil

S. Robert Biederman, formerly sales manager of Tyler Mfg. Co., Boston, has been named New England sales manager of Wynn Oil Products, with headquarters in Boston.

Coors Joins Wakefield

Dallas M. Coors, formerly in the Washington Bureau of Far Eastern Affairs with the State Department, has been appointed v.p. and account executive with Wakefield Advertising, San Francisco.

T&B Names Basford

Thomas & Betts Co., Elizabeth, N. J., manufacturer of electrical connectors and conduit fittings, has appointed G. M. Basford Co., New York, to handle technical and industrial publicity.

Barger Rejoins W&M Staff

Cecil Barger has rejoined the creative staff of Wildrick & Miller, New York, as head of the agricultural copy division. He was formerly with Aubrey, Moore & Wallace in Chicago.

THE Soybean Digest
35 EAST WACKER DRIVE
CHICAGO 1, ILLINOIS
ANdover 3-3042
serves all the soybean industry—farmers who grow beans, grain dealers who market beans, processors who separate oil from meal, and manufacturers who make some thousand products utilizing soybeans.

N. Y. Typographers Elect

James Secrest, typographer and designer, has been elected president of the Type Directors Club, New York. Other officers elected are Hal Zamboni, Zamboni Associates, v.p.; Gil Long, McCann-Erickson, corresponding secretary; Bruce Fitzgerald, MacMillan Co., recording secretary, and Gustave Saelens, Geyer & Ganger, treasurer.

'Eddy Arnold Show' Set

Eddy Arnold, the Tennessee Plowboy, will work for Liggett & Myers, New York, three times weekly this summer (CBS-TV, 7:45 to 8 p.m., EDT) while Perry Como takes a vacation. Cunningham & Walsh, New York, is the agency.

Pen Assn. Reelects Olson

Wilbur K. Olson, director of development and patent counsel of W. A. Sheaffer Pen Co., has been reelected president of the Fountain Pen & Mechanical Pencil Manufacturers Assn. He has been associated with Sheaffer's since 1941.

General Foods Buys Quiz

"Who's There," a new panel show with Arlene Francis presiding, will be sponsored by General Foods Corp., New York, starting July 14 at 9:30 p.m., EDT, over CBS-TV. In the regular season "Claudia" has been filling this spot for Instant Maxwell House coffee. Benton & Bowles, New York, directs the account.

Mutual Names Kennett

Robert L. Kennett, formerly general manager of WICC, Bridgeport, Conn., has been named manager of the southern division of the station relations department of Mutual Broadcasting System, New York.

Names First Rep in 12 Years

The Robesonian, Lumberton, N. C., has named Moran & Hedekin, New York, to represent it nationally. The appointment is effective July 1. The daily has not been represented nationally for the past 12 years.

Institute Ads Win Favorable Opinion for Life Insurance

NEW YORK, July 1—People who are aware of the advertising done by the Institute of Life Insurance display "a more consistently favorable attitude" toward the business than those who are unaware of the ads.

This was indicated by a pilot survey of a limited number of families in a metropolitan area, results of which were announced last week by the institute.

"Certainly," said Holgar J. Johnson, president, "if the survey were extended to a nationwide basis, there might be revealed differences between various segments of the population. But our research staff, working with the independent organization which developed the survey, feels that the results would still show the consistently more friendly attitude and better understanding of the life insurance business generated by the institute newspaper advertising."

■ The institute campaign appeared in 465 daily newspapers and six farm magazines. Ads detailed some of the contributions made by the policyholder to America's social and economic well-being through life insurance. It brought facts about the business to an audience of nearly 50,000,000 in question-and-answer form. Ads appeared in 1,000-line size.

Survey results were tabulated in terms of two groups: "seers"—those who had seen one or more ads; and "non-seers"—those who did not recall having seen any of them. Here are some of the results:

On the safety of life insurance—74% more of the "seers" than of "non-seers" ranked life insurance as the safest place to have their money.

■ On benefiting the American people—43% more "seers" than "non-seers" believe life insurance companies have done more to benefit the people than other businesses listed.

On anti-inflation effort—18% more of the "seers" ranked life insurance companies as having done more to discourage inflation than other businesses listed.

On its agents as a source of unbiased advice—40% more of the "seers" feel their agent is one to whom they would turn for unbiased advice on personal problems.

On the caliber of management—35% more of the "seers" regard the management of life insurance companies as better than most businesses.

General Tire Radio-TV Properties Get New Name

Dwight D. Martin has resigned as v.p. and assistant general manager of Crosley Broadcasting Corp. to become a v.p. and general officer of General Teleradio, the new name for the radio-television subsidiary of General Tire & Rubber Co. His duties were not defined.

General Teleradio, licensee name of WOR and WOR-TV, New York, which General Tire recently acquired, replaces Thomas S. Lee Enterprises as the name under which the manufacturer's broadcasting interests will be operated. These include in addition to WOR, the Yankee and Don Lee networks and a majority share of the stock of Mutual Broadcasting System, New York.

Siwek Heads Wonder Books

Manuel Siwek, v.p. and director, has been elected president of Wonder Books, New York, jointly-owned affiliate of Grosset & Dunlap and Curtis Publishing Co. John O'Connor, previous president, has been named chairman of the board. P. Edward Ernest has been named v.p. and Martin Levin has been named sales manager.

BBDO Newsletter

1 Three Greats
2 Fast Going
3 Ring the Bell
4 Growing Up

❶ **Sometimes restraint** can be your most effective weapon in advertising. Witness the main text of this dignified message for Zenith Hearing Aids—a client of BBDO Chicago. In only 23 words it makes its point . . . and then stops. This advertisement features "three great Americans [who] can afford any type of hearing aid at any price. They wear the seventy-five-dollar Zenith hearing aid."

❷ **How far** will two weeks take me? The headline of this Trans World Airlines color spread poses a question important to travelers. The map and a tape measure marked off in flying hours quickly supply the answer—no place is too far away when you go via TWA. Each month, TWA advertising aims at and does a thorough selling job on a specific segment of the travel market.

❸ **These little** 63-liners for Pacific Telephone have come up with some pretty fantastic readership figures. They average better than five times the readership of other ads their size. Run several times weekly in West Coast newspapers, the advertisements keep telephone users—and their children—aware of proper telephone usage. Pacific Telephone is a client of BBDO San Francisco.

❹ **Broadening its** horizons as television matures and viewers become more discriminating, *Armstrong's Circle Theatre* (Tuesday, NBC-TV) is striving towards variety and adult appeal in its stories. Some 100 original scripts are submitted for each Armstrong Cork Company show, and all receive careful consideration. One reward for this effort of client and agency is a very respectable rating.

BATTEN, BARTON, DURSTINE & OSBORN, INC. *Advertising*
NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

In FARMation ...IOWA

NOSEY EDITOR TELLS ALL

Exposes Readership Record From 1938 to 1952

Ask an editor how his publication is doing, and you know the answer. "Better and better."

How does he know? Usually he doesn't. He's just sounding off.

But ask the editor of Wallaces' Farmer and Iowa Homestead. The cocksure answer is: "I'll show you readership scores from 1938 to the spring of 1952."

For advertisers who are interested (and for competitors who are hungry for the inside facts on how we do it) we've prepared tables showing readership scores on three departments. One is a typical men's section, "Workday Pointers." Another is a typical women's section, "Cookery Corner."

The third is a department that's been causing trouble, and on which we have been doing special work.

Readership scores are "read most" in each case. The record shows slumps, peaks, seasonal shifts and other facts that will interest anybody who wants to know more about farm audiences.

Why are we giving away our trade secrets? Generosity? Over confidence? You guess. Maybe we're still holding out a few.

Published by Wallaces' Farmer and Iowa Homestead . . . . Leading Farm Publication in Iowa . . . . Des Moines, Iowa

Bulls and Bears Don't Bother Hog Market

You've heard about the in-and-outer in the stock market. He's the smart guy. He knows when to buy stocks, when to shift to bonds, when to unload both.

Hog farmers are not sharp like that. They just get into pork producing and keep at it.

Some say they raise hogs to market their corn.

Other farmers say their hogs make money over feed costs one year with another. They buy corn to finish them out if necessary.

But probably most farmers raise hogs because they like to see them around the place. And they usually make money on them. "Hogs" and "mortgage lifters" didn't become almost synonymous for no reason at all.

Anyway, you can hardly find a real Iowa farm without hogs on it.

Show you what we mean. Take a look at these rounded-off-for-easier-reading figures.

In 1951, Iowa farmers raised 21 million porkers. That's over a hundred for each of Iowa's 200,000-plus farms.

That 21 million was 21 percent of all the pigs produced in the entire United States.

Let's go back to 1950. Iowa pigs totaled 20 million. Again, 21 percent of the U. S. A. crop.

You think those two years were due to accidental production? Come on, let's look at the ten-year period, 1940-1949.

In that decade, Iowa farmers averaged 17 million head per year . . . 19 percent of the nation's production.

That's about how the picture looks. Hawkeye hog producers raised 19 percent of the pork chops in the forties. And 21 percent in '51 and '52. They raise better than one out of every five hogs now.

There's only one conclusion you can make from figures like these. Iowa farmers are in the hog business in a big way. They are in to stay. And in-and-outers have very little influence on the year end totals, of choice barbecued ribs, pork chops or ham that you'll be eating.

Or the amount of feed your client will sell either.

"Yes Sir-ee Bub—I Like Corn"

And old Joe above, is like millions of other Iowa pigs . . . made a market weight hog out of himself . . . and pork chops for you. The 1952 crop like corn too. On top of it, they'll eat better than 700,000 tons of balanced supplement to make platter weight.

Off the Cob . . . . by George

Are farmers cheerful this summer? In Iowa, hog prices are up; the first cutting of alfalfa was put up without getting rained on; and corn was planted earlier than for several years past.

* * *

Hired man worries don't bother 83 percent of Iowa's farmers. Pa, Ma and the boys do all the work. Only 11 percent of Iowa's farmers had a year-'round hired man in 1950.

* * *

Do your advertisements appeal to young farmers. In Iowa, 24 percent of the farm operators are under 35 years of age. Incidentally, Wallaces' Farmer and Iowa Homestead checks readership of its own articles among young farmers, can do the same for a limited number of advertisers.

How long does it take to produce a pig crop? Depends on when you start figuring. If a farmer decides to get a sow bred in November, the pigs won't come until February, and they won't be sold until August.

* * *

If you were raising elephants, you'd have to figure even farther ahead. You can't hurry a gestation table.

* * *

If you're selling hog feed, are you sure your advertisements are appealing to the farmers with the big herds of hogs? That's the kind of breakdown Wallaces' Farmer and Iowa Homestead provides for a few split-run advertisers in its survey issues.

Our Award Winners Don't Fade Away

MacArthur's old soldiers just fade away. But not Iowa's Master Farm Homemakers. They get better and better as the years roll along.

For instance: Mrs. W. L. Royer of Dallas County, Iowa, who was named as a Master Farm Homemaker award winner back in 1928.

Back then she was raising a family and helping her husband operate a large farm. Not just offering advice on the weather, but milking cows, cleaning chicken houses, marketing the eggs and doing hundreds of other chores.

Mrs. Royer

Besides this homework, Mrs. Royer was a never-tiring community worker. She was active in her church, the Farm Bureau, 4-H Clubs and local schools.

Today, twenty-four years later, Mrs. Royer is a widow and is helping her son run the home place. She is giving an assist in raising her grandchildren too. Is active in church and local community work and also has taken on several jobs in national organizations.

If Mrs. Royer is going to fade away when she gets old she had getter hurry. She's getting a late start.

Now here's a representative from a later generation.

Mrs. Herbert Rope of Page County, Iowa. She received her Master Farm Homemaker award just a few weeks ago.

Mrs. Rope

In addition to raising a family, Mrs. Rope is helping to operate a farm and doing all kinds of useful community work.

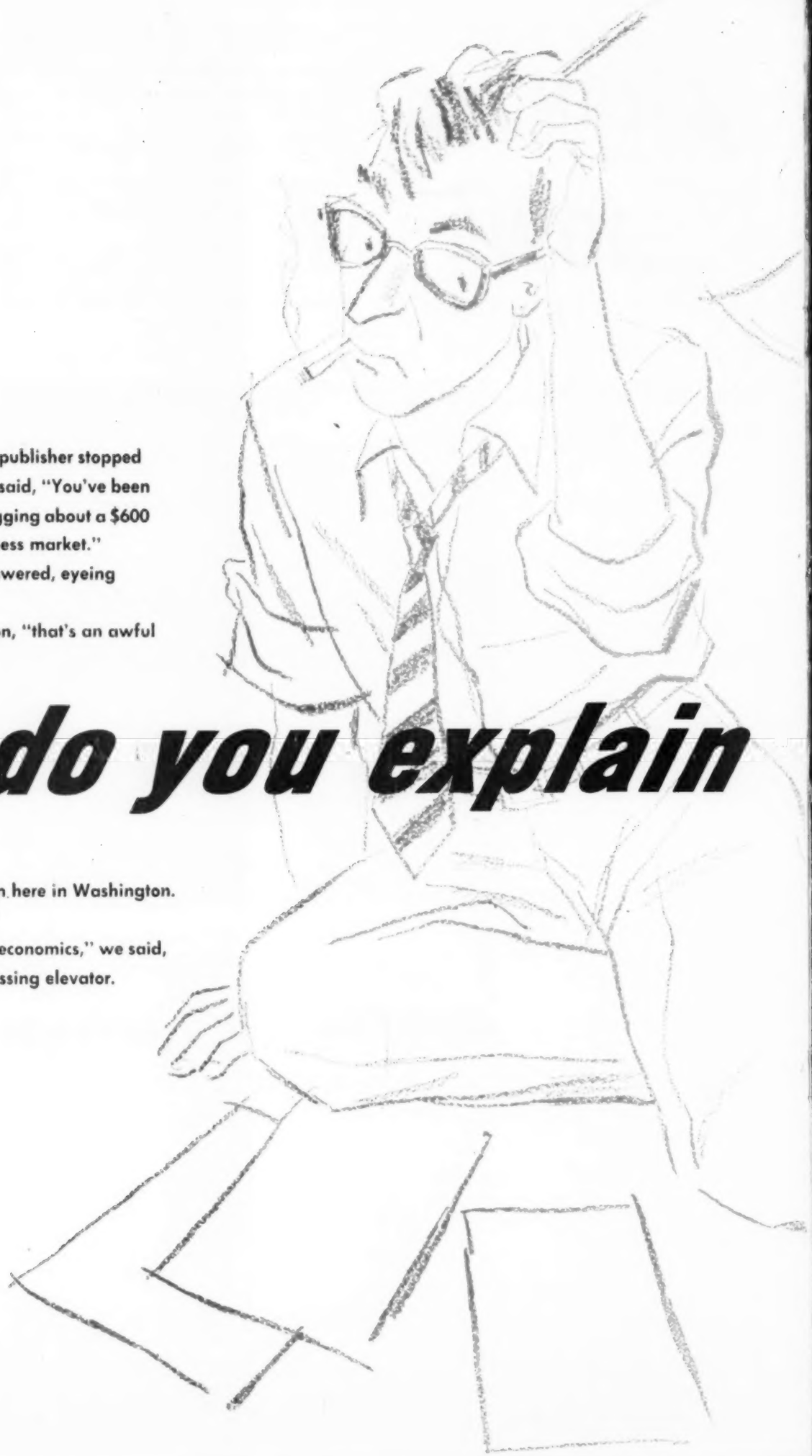
About a quarter of a century from now, Virginia Rope — like Mrs. Royer — will be fading away into more community work, more farming and grandchildren too.

That's the kind of farm women Wallaces' Farmer and Iowa Homestead pick each year as winners of the five or six Master Farm Homemaker awards.

If you've never eaten dinner in the home of these award winning homemakers — brother you just haven't lived.

WALLACES' FARMER and IOWA HOMESTEAD

Dante M. Pierce, *Publisher* Des Moines, Iowa



The other day the publisher stopped us in the hall and said, "You've been doing a lot of bragging about a $600 billion mass business market."
"Uh huh," we answered, eyeing him warily.
"Well," he went on, "that's an awful

how do you explain

lot of money, even here in Washington. Explain it to me."
"It's input-output economics," we said, backing into a passing elevator.

The new science of input-output economics easily explains the $600 billion business market . . . but the trouble is we can't explain input-output economics.

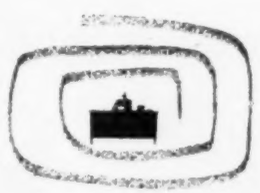
All we know is that in the consumer field most products are sold only once. Oh, sure, there are some exceptions, notably automobiles, which hit the second-hand market, perhaps several times, before they die in the auto graveyard.

But here in the business market we have an almost fantastic multiplicity of buying and selling transactions to make that automobile. The ore is mined and moves to the steelmaker. The sheet is rolled and sold to the stamping plant, which in turn may sell it to another sub-processor, and he to another and on and on. It may end up as a horn, a heater, a hub cap, or any of a thousand parts that are finally put together by the automaker.

That's classically simple, sure, but it happens all over business and industry . . . with even further multiplication on the distribution end. It is this high velocity "transaction-turnover" that makes the business market so tremendous, estimated as *four times the size of the consumer market.*

600 billions?

Each of these millions of transactions is a sales opportunity for someone . . . *to sell* materials and equipment, *to sell* trucks and tires, *to sell* business machines and forms, *to sell* insurance and transportation, *to sell* just about anything and everything business consumes. How do you grab on to this whirling dervish of a market? By mass attack . . . with the 9,600,000 sales impression-power of a 12-page schedule to the 800,000 (net paid) Nation's Business audience. *That's more, lots more than you get anywhere else.* Nation's Business, Washington 6, D. C.



mass coverage of business management

Nation's Business

A GENERAL MAGAZINE FOR BUSINESSMEN

Mutual Promotes Clarke

Robert P. Clarke Jr. has been promoted to assistant director of advertising for Mutual Life Insurance Co., New York. Mr. Clarke joined Mutual in 1948 as an advertising assistant.

Sterling Promotes Chalk

Howard W. Chalk, with Sterling Advertising, New York, for the past 12 years, has been elected a v.p. of the agency.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1930
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Promotes Kenneth Fisher

Kenneth Fisher, treasurer since 1946, has been promoted to assistant general manager of Fisher Flouring Mills Co., Seattle maker of Zoom breakfast cereal, Biskit mix, flour and other wheat products. Mr. Fisher has been with the company since 1930 and has been, successively, a salesman, advertising manager of the packaged products division and assistant sales manager of grocery products.

Wasserman Joins Tintair

Harry B. Wasserman has been named general sales manager of Bymart-Tintair Inc., New York. He succeeds Phil Kalech, who has resigned. Mr. Wasserman formerly was president of Bomby Perfumes Inc., and following that, general manager of the Carroll Cosmetic chain.

Mehlich Opens Own Studio

Peter Mehlich has resigned as art director of William E. Rudge's Sons, to open his own design studio at 50 W. 53rd St., New York. Mr. Mehlich formerly was with J. Walter Thompson Co.

Gilruth Named Ad Manager

Adele Gilruth, formerly with Amos Parrish & Co., has been appointed advertising and merchandising manager of Exquisite Form Brassiere Inc. and its associate, Silf-Skin girdles.

Pacific Mills Names Groover

Paul Groover has been elected executive v.p. of Pacific Mills, Boston, a new position. Mr. Groover joined Pacific in 1942 and has been a v.p. of the cotton and rayon division since 1948.

Detroiters Prefer Fords, Frigidaires, Philco Radios and RCA TV, 'Detroit News' Finds

DETROIT, July 2—Detroiters like Ford cars, Garland gas ranges, Frigidaire refrigerators, Philco radios and RCA television sets.

These preferences, and many others, are contained in a 56-page report, "Detroit Means Business," which has been issued by the *Detroit News*. The report contains information gathered from more than 11,000 personal interviews with residents of the three-county Detroit metropolitan area.

Income figures in the report show that 11% of Detroit families have a median income of $7,000, a higher median than for New York, Chicago, Los Angeles or Philadelphia.

The percentage of families falling into other income categories is: $5,000 to $6,999, 19%; $4,000 to $4,999, 23%; $3,000 to $3,999, 31%, and under $3,000, 16%. The people covered in the survey represent 47% of the population of Michigan and 2% of the nation's population.

■ Here are the percentage breakdowns showing the preferences of respondents for autos and various appliances.

AUTOMOBILES—Ford, 21%; Chevrolet, 17.6%; Plymouth, 10.2%; Pontiac, 8.6%; Buick, 6.9%; Oldsmobile, 5.1%; Mercury, 4.3%; Hudson, 3.7%; Chrysler, 3.0%; Studebaker, 2.2%; Nash, 2.0%; DeSoto, 1.8%; Kaiser, 1.6%; Packard, 1.6%, and Cadillac, 1.1%.

RANGES—Garland, 10.4%; Sears, 8.0%; Jewel, 7.7%; Tappan, 4.8%; Magic Chef, 4.0%; General Electric, 3.8%, and Frigidaire, 3.7%. Gas ranges are used by 73.7% of the people, while 23.3% use electric ranges.

REFRIGERATORS—Frigidaire, 19.3%; Kelvinator, 14.1%; General Electric, 13.1%; Coldspot, 9.4%; Norge, 6.9%; Westinghouse, 6.8%; Crosley, 5.3%; Philco, 5.3%, and Servel, 3.4%.

HOME FREEZERS—Coldspot, 14.9%; General Electric, 13.8%; Deepfreeze, 11.5%; Kelvinator, 9.8%; Frigidaire, 6.9%; Crosley, 3.8%, and Philco, 3.6%. Only 5% of the families in the Detroit area own home freezers.

DISHWASHERS—General Electric, 41.7%; Hotpoint, 35.7%; Thor, 4.7%, and Apex, 3.6%. Only 1% of homes are equipped with dishwashers.

RADIOS—Philco, 19.3%; RCA Victor, 10.5%; Zenith, 10.2%; General Electric 6.9%; Admiral, 5.7%; Motorola, 5.0%; Silvertone (Sears), 5.0%; and Emerson 3.3%. The survey revealed that 72% of the radios purchased during the first four months of 1951 went into homes that had TV sets.

■ TV SETS—RCA, 15%; Admiral, 14.7%; Motorola, 11.3%; Philco, 7.9%; General Electric, 7.6%; and Muntz, 3.8%. Of the models in use, 57.9% are console sets, 34.7% are table models and 7.4% are radio-phono-TV combinations. A breakdown of screen sizes showed the following: Larger than 19", 2.2%; 19" screen, 5.0%; 17" screen, 13.5%; 16" screen, 34.5%; 14" screen, 4.6%; 12" screen, 25.3%; 10" screen, 13.1%, and 6" to 9" screens, 1.8%.

WASHING MACHINES—Easy, 17.4%; Maytag, 15.4%; Kenmore, 15.3%; ABC, 5.3%; Bendix, 4.7%; General Electric, 4.5%; Thor, 3.9%; Speed Queen, 3.7%, and Westinghouse, 3.4%. About one-fifth of the washing machines are the automatic type.

IRONERS—Ironrite, 33.9%; Kenmore, 11.6%; Thor, 10.0%; General Electric, 6.9%; Easy, 4.8%; Conlon, 3.9%; Simplex, 3.7%, and Speed Queen, 3.0%. The survey revealed that, while 90% of families own washing machines, only 14% have ironers.

CLOTHES DRYERS—Hamilton, 22.9%; Bendix, 18.1%; Westinghouse, 16.7%; Kenmore, 9.3%; Frigidaire, 7.5%; General Electric, 3.9%, and Hotpoint, 3.6%. Only 3% of homes have dryers. Of those in use, 85.8% are operated on electricity, while 11% use gas.

VACUUM CLEANERS—Hoover, 38.9%; Electrolux, 12.6%; Eureka, 11.5%; Kenmore, 8.3%; General Electric, 6.0%; Air Way, 4.3%; Kirby, 3.4%, and Premier, 3.1%. About 60% of the vacuum cleaners in use are five or more years old.

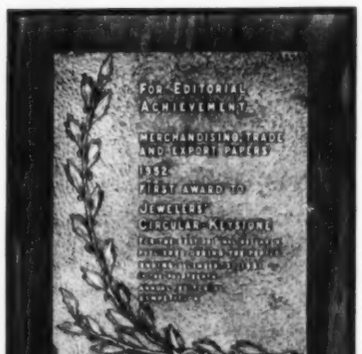
THE *highest* AWARD FOR
EDITORIAL ACHIEVEMENT
TO JEWELERS' CIRCULAR-KEYSTONE
JC-K

The announcement of winners in INDUSTRIAL MARKETING's annual contest brings the news that JEWELERS' CIRCULAR-KEYSTONE has again been honored for outstanding editorial performance.

This year, we take pride in reporting that JC-K has won the highest award . . . among all merchandising, trade and export papers . . . for the "best research". This distinction was in special recognition of the importance of JC-K's decennial survey of silverware buying habits and trends: MRS. AMERICA'S SILVERWARE—1950.

Our first study of the silver market, made in 1940, has been the merchandising guidepost of jewelers and the silverware industry for ten years. The new study, reported and interpreted in sales terms in four issues of JC-K in 1951, is already in wide use throughout the jewelry trade, as a sound basis for profitable business operation and creative selling.

To INDUSTRIAL MARKETING we say: thank you for this recognition. And to our readers: our editorial service will continue at the same high level . . . to help you do a better business—at a better profit.



The Jewelers' Circular-Keystone, 100 East 42nd Street, New York 17, N. Y.

2,000,000 See CofC Ad Movie

The Chamber of Commerce of the U. S. claims that almost 2,000,000 people have seen "The Magic Key," its award-winning motion picture on advertising and free enterprise. The film has been shown in more than 400 communities by schools and private groups. It may be rented for $10 a week or purchased for $200. Inquiries should be directed to the Committee on Advertising, Chamber of Commerce of the U. S., Washington 6.

Rowan to Group Attitudes

James A. Rowan, formerly industrial editor of the *Pittsburgh Press*, has joined Group Attitudes Development Corp., New York, as chairman of the board. Robert M. Creaghead, for some years president of Robert M. Creaghead & Co., has been elected senior v.p. and director of the corporation.

Cobham Rejoins S. R. Leon Co.

Claire Cobham has rejoined the staff of S. R. Leon Co., New York agency, in an executive capacity after an absence of two years. Previous affiliations include Wesley Associates, Dorland Inc., and Turner Hall Corp.

THIRTY-FIVE STAR EXTRA

New—Starting July 13, 1952

MORE distributing newspapers

MORE markets with over 50% family coverage

MORE exclusive markets—now 28—reached by no other syndicated Sunday magazine

MORE cities with no other Sunday newspaper

MORE advertising readers per dollar of ad cost (twice as many as any of the big 3 weekday magazines)

MORE POWER TO YOU!

Florida Citrus Group Will Test New Net TV Show

LAKELAND, FLA., July 1—The Florida Citrus Commission will make a test of network television this fall.

The commission today appropriated $50,000 to make an experimental network run of a local Pittsburgh show.

The half-hour program, "Happy's Party," is aired from 10 to 10:30 a.m. Saturdays and is designed to appeal to an audience composed largely of school-age children.

The commission has picked up the tab on the Pittsburgh show for some time and apparently feels it is reaching the audience desired. Today's decision to appropriate $50,000 for a test run on a hookup of three DuMont stations will guarantee a 17-week run for the show, beginning Sept. 1.

■ If the test is successful, the commission plans to spend another $158,000 during the first six months of 1953 and to extend the program to 11 markets.

Although the citrus commission put more than $600,000 into TV during the fiscal year ending yesterday, only about $250,000 is in sight for television during the coming year. The major portion, of course, would be spent on "Happy's Party."

The decision on television will not affect the commission's magazine and newspaper schedule, which takes the bulk of the $2,300,000 ad budget.

J. Walter Thompson Co. is the agency.

McCann-Erickson Adds One Account, Three Staffers

McCann-Erickson, Cleveland, has been named to handle advertising for Moloney Co., Cleveland maker of aluminum combination doors. Television, consumer publications and newspapers will be used.

Three newcomers to the agency's creative department are Virginia Van Cleve, formerly assistant to the advertising manager of B. R. Baker Co., Cleveland; Roger Albright, previously an account executive and TV writer-producer for Gregory & House, Cleveland, and Dick Fry, formerly copy supervisor at Batten, Barton, Durstine & Osborn, Cleveland.

N. W. Ayer Adds 3 to Staff

Three additions have been made to the N. W. Ayer & Son staff. Maxwell M. Haman, who formerly operated his own direct mail agency, has joined Ayer's New York office as a copywriter. Charles S. Hayden has joined the art department as a layout man. Brantley Lippincott, previously with Ward Wheelock Co., has been named staff member of the checking, audit and file bureau of the media department in Philadelphia.

Two Appoint Buchanan & Co.

Buchanan & Co., Chicago, has been named to handle advertising for H. A. Church Co., Chicago distributor of Metallic X household mending cements (radio, television and newspapers) and for Sportsman's Park, Chicago harness racing track (radio and television spots).

EXTENDED HANDLE—The skillet handle on the can label extends right into the housewife's hand in this outdoor display in Chicago for Silver Skillet corned beef hash, made by Silver Skillet Brands Inc., Skokie, Ill. Frederick Asher Inc., Chicago, is the agency.

Appoints Frank Flagg

Frank D. Flagg, formerly with Donahue & Coe, New York, has been named senior account executive and manager of the New York office of Stockton-West-Burkhart.

Bonfield Joins McNutt Agency

E. A. (Bill) Bonfield, formerly v.p. of Ryder & Ingram, Oakland, Cal., has been named a senior account executive for George C. McNutt Advertising, Oakland.

Form Robert A. Joyce Co.

Robert A. Joyce Co., Youngstown agency, has been formed at 1107 Wick Ave. The agency's first account is "Automatic" Sprinkler Corp. of America, Youngstown. Both consumer and industrial accounts will be handled. Robert A. Joyce, founder of the agency, formerly was advertising and public relations director of "Automatic" Sprinkler.

Set West Coast Home Show

The Western Living and Home Exposition, first show of its kind to be held on the West Coast, will take place in the San Francisco Civic Auditorium, Sept. 27-Oct. 5, under sponsorship of the Associated Home Builders of San Francisco, Northern California Electrical Bureau and Gas Appliance Society of California.

...again in '52

DON'T OVERLOOK THE LARGEST UNIT OF CIRCULATION IN THE SOUTH!

GRIER'S ALMANAC

2,100,000 in 1953
Guaranteed and Audited

- Blankets the Rural South from Virginia to Texas.
- Published without interruption for 146 years.
- Readership is intense and loyal.
- Every advertisement next to editorial matter.

Write, wire or phone for rates, closing date and detailed information.

GRIER'S ALMANAC
76 Central Avenue, S.W.
Atlanta, Georgia

Issues PR News Letter

Harshe-Rotman, Chicago public relations consultant, has begun issuing a bi-monthly news letter, "Public Relations Forum," which it distributes free to business and advertising executives. The letter contains case histories of problem solving by public relations and publicity. Free copies may be had from the company at 8 S. Dearborn St.

Los Angeles Artists Elect

Sidney Burke, art director for West-Marquis, has been elected president of the Art Directors Club of Los Angeles. Other officers elected are Fred Kaplan, Dan B. Miner Co., 1st v.p.; Tom Ryan, free lance artist, 2nd v.p.; Hugo Hammer, Dozier-Graham-Eastman, secretary, and George Labadie, Russell Harte & Associates, treasurer.

Issues Toy Industry Book

The Los Angeles Chamber of Commerce has issued a 30-page booklet, "A Study of the Toy, Doll and Game Industry in Southern California." The booklet lists toy buying offices, facts about the industry locally, an alphabetical listing of manufacturers, a classified listing of products and a brand name index. Copies are available through the chamber's domestic trade department, 1151 S. Broadway, Los Angeles 15.

Appoints Floyd Hurt

Floyd W. Hurt, formerly general advertising manager of Atlanta Newspapers Inc., publisher of the *Constitution* and *Times*, has been appointed to the sales staff of the Atlanta office of Southeastern Cottons Inc., selling agent for Avondale Mills.

Karagheusian Inc. Plans Fall Drive on Trianon Carpet

NEW YORK, July 3—Color pages in *This Week Magazine* and 13 independently edited supplements will be used by A. & M. Karagheusian Inc. this fall to promote its new Trianon carpet. Trianon is a wool Wilton woven on three levels of looped pile. The ads will run Oct. 26, with addresses of local dealers. *Small Homes Guide* also is scheduled.

The company also has arranged a dealer display contest with a first prize of $1,000 for the best example of "ingenuity and originality of the dealer's Trianon display" and a 50-word statement by him on the way he tied in with the promotion.

Basic units for building a display will be furnished dealers entering the contest. These will include a 2' high, full-color replica of the doorway and figures which will appear in the supplement ads, a full-color blowup on an easel of the ad with the dealer's name listed, a window streamer and a Trianon carpet tent card.

■ Other Gulistan carpets will be advertised this fall in *American Home, Better Homes & Gardens, House Beautiful, House & Garden, Sunset, The New Yorker* and *Vogue*. Full-color pages will carry close-ups showing texture and weave and the slogan, "The most beautiful fashions underfoot."

Business publication advertising for Gulistan carpets in the past has been built around personalities who guide the production of the carpets. This fall, business ads will center around retailers who sell Gulistan carpets. Ads will run in *Floor Covering Weekly, National Furniture Review, Retailing Daily* and *Rug Profits*.

Gulistan contract advertising will feature outstanding installations of the carpets in public places. Full-color pages will appear in *Time*. Other ads will run in *Boxoffice, Hotel Management, Institutions, Interiors* and *Texas Hotel Review*.

Fuller & Smith & Ross is the agency.

WCCO Promotes Lewis

Phil Lewis, assistant sales manager in charge of local sales since August, 1951, has been promoted to sales manager of WCCO, Minneapolis CBS-owned station. He succeeds Roy W. Hall, who has been named an account executive with CBS Network Television Sales in New York.

Platt Petroleum Publications capture awards for outstanding editorial performance...

Once again, Platt Petroleum Publications gain high honors for editorial achievement and excellence as both *National Petroleum News* and *Petroleum Processing* are named winners of 1952 Industrial Marketing Awards.

Back of these prize-winning performances is an exciting story of editorial alertness and industry service. Platt Petroleum Publications have been growing up with the oil industry through nearly a half century of service. From a single publication, this service has expanded to one weekly magazine, one monthly magazine, three daily bulletin services, as well as annual handbooks and directories.

The editorial potential of Platt Petroleum Publications in trained manpower and extensive facilities is matched by few business publishing organizations. It is concentrated on the specialized interests of one of the world's greatest and most dynamic industries. The field contacts and flow of information throughout the organization materially benefit each specialized publication in the group.

Platt Petroleum Publications are the oil industry's primary sources for news, product prices, manufacturing technology and marketing know-how. Today, 29 full-time editors, reporters and feature writers—plus their supporting staffs—are in constant daily contact with the oil industry. They operate from six editorial bureaus, strategically located in Washington, New York, Cleveland, Chicago, Houston and Los Angeles. More than 2400 miles of privately leased teletype wire facilities, supplemented by long-distance telephone, speed the transmission of their reports to copy desks in Cleveland and New York.

The editorial columns of Platt Petroleum Publications have become established as authority in thousands of cases where personal opinions may have differed. The sales of billions of gallons of oil and its by-products have been completed on the basis of prices quoted on the printed page. Major policy decisions of oil companies have been aided because of fast reporting on ever-changing government directives. Quotes from important stories have been voiced everywhere from directors' meetings to the halls of Congress.

That this editorial investment pays off in oil industry service and reader interest is clearly evident. More than 82% of *National Petroleum News*' oil marketing readers renew their annual subscriptions. More than 94% of *Petroleum Processing's* refining and petrochemical readers request continuation of their names on its controlled circulation list each year.

Advertisers can capitalize on the unusually high reader values resulting from the editorial investments in Platt Petroleum Publications. To sell management and marketing men of the petroleum industry, it's *National Petroleum News*. To sell refining and petrochemical men, it's *Petroleum Processing*.

Platt Petroleum Publications

NATIONAL PETROLEUM NEWS . . . PETROLEUM PROCESSING
OILGRAM NEWS SERVICE . . . OILGRAM PRICE SERVICE . . . OIL-LAW-GRAM
OIL PRICE HANDBOOK . . . TBA DIRECTORY

1213 West Third Street, Cleveland 13, Ohio
Sales Offices in New York, Chicago, Philadelphia, Houston, San Francisco and Los Angeles

"You Can't Sell The Puget Sound Region Without Tacoma Coverage"

says F. T. Brien, Manager, Radio, Television & Appliance, Inc., Seattle

F. T. Brien is president and general manager of Radio, Television & Appliance, Inc., 500 Westlake North, Seattle —Western Washington distributors for Philco radios, Philco television and Philco appliances.

"A very substantial part of our business comes from the Tacoma market," Mr. Brien says. "We know from experience that Tacoma must be given strong merchandising on the local level. Without Tacoma coverage, a sales campaign in the Puget Sound region misses much of its potential. That's why Tacoma is a 'must' in our planning every time."

And we say: "Think TWICE about Tacoma . . . a separate, distinct market, effectively covered ONLY by the dominant News Tribune."

Ask Sawyer, Ferguson, Walker Company.

The TACOMA News Tribune
Over 82,000 Circulation, A B C
and KTNT Transit Radio

We place
where no other wom
True Story

your ads
en's magazine can!

.Sure, we can talk circulation. But this is so much more important: we reach the emotions of 7,800,000 big-spending wage-earner families—and we reach those emotions with your advertising!

...when a magazine moves emotions—
it moves merchandise! That's why the
smartest advertisers are clinching their share
of America's richest market—the wage-earners
—by advertising in...

the only kind of magazine that speaks their language!

IT PAYS TO START YOUR LIST WITH...

TRUE STORY
Women's Group

NEW ADVERTISERS
More and more big-name advertisers are reaching the wage-earner market through our magazines. Here are a few:
• Colgate (Chlorophyll Toothpaste)
• Fatima Cigarettes
• General Electric (Refrigerators)
• General Foods (Jello, Satina)
• Hunt Foods
• Lever Brothers (Chlorodent)
• Green Giant Co.
• Philip Morris Cigarettes
• Procter & Gamble (Joy)
• Quaker Oats (Aunt Jemima)
BIG THINGS ARE HAPPENING AT MACFADDEN!

MACFADDEN PUBLICATIONS, INC.
205 East 42nd Street, New York 17 • Offices: Chicago • San Francisco

ROBERT R. LOVE

ST. LOUIS, July 1—Robert R. Love, v.p. of Loomis Advertising Co., died June 25 at Deaconess Hospital after suffering a heart attack in his Webster Groves, Mo., home. Mr. Love, 48 years old, was born in Kansas City and had been with the company for 16 years. He was a prominent layman in the Episcopal Church.

FREDERICK S. SLY

NEW YORK, July 1—Frederick Sanford Sly, 71, associate publisher of *Art News* and former owner of *American Architect*, died June 28.

Born in Fredonia, N. Y., Mr. Sly was graduated from Cornell University in 1907. After working for a time as a salesman in the building materials field, he entered the publishing business and shortly afterward acquired an interest in *American Architect*, which he sold about 1922. Later, he became circulation manager and then business manager of *American Artist*, and about four years ago became associate publisher of *Art News*.

BERNARD C. EGGERS

NEW YORK, July 1—Bernard C. Eggers, 89, one-time owner of the *Times*, Flushing, N. Y., died June 29. As a young man he entered the photoengraving business and in 1884 became head of Knickerbocker Engraving Co. He sold this business and in 1920 bought the *Flushing Times*, which he sold several years later to the *Flushing Journal*.

EDGAR BAMBERGER

AVON, N. J., July 1—Edgar S. Bamberger, 69, a founder and first president of radio station WOR, and a well-known department store executive, died at his home here June 29 after a long illness.

After his graduation from Johns Hopkins University, Mr. Bamberger joined John Wanamaker, New York, in 1903. A year later he joined Hutzler Bros. in Baltimore and in 1907 entered the employ of his uncle, Louis Bamberger, at L. Bamberger & Co. in Newark, N. J. In 1922 he helped establish WOR, which later joined the Mutual Network.

In 1932 after the Bamberger store had been bought by R. H. Macy & Co., Mr. Bamberger retired as executive v.p. of the store but continued active in many philanthropic and service organizations.

SHERWOOD REEKIE

DETROIT, July 1—Sherwood (Jeff) Reekie, 54, account executive for MacManus, John & Adams, died suddenly at his home in Grosse Point Shores last Friday.

Mr. Reekie started his advertising career following World War I, when he joined the Detroit Michigan Stove Co. as advertising manager. He later joined MacManus Inc., which became MacManus, John & Adams in 1935.

He was associated with the Champion Spark Plug account for many years. He was also account executive on the Ferry-Morse Seed Co. account, and handled radio and television for the agency.

F. A. VAN FLEET

CLEVELAND, July 1—Frederick A. Van Fleet, 78, p.r. counsel and former newspaper writer and advertising man, died in Lutheran Hospital last week.

For the past decade, Mr. Van Fleet had been head of Advertising Associates Inc., publicity and promotion organization. From 1925 to 1928, he was advertising manager of the old Peerless Motor Car Co. here.

Mr. Van Fleet was a reporter in 1894 for the *Detroit Tribune*, and then served as editor of *Yachting*.

FRANK H. KREAMER

NEW YORK, July 2—Frank H. Kreamer, 69, an executive of Art Gravure Corp. and its former sales manager, died here June 27 after a lengthy illness. Mr. Kreamer was a v.p. of American Lithographic Co. before its merger with U. S. Printing & Lithographing Co.

JOHN A. SHEA

LOS ANGELES, July 1—John A. Shea, 63, western division advertising manager for the Goodyear Tire & Rubber Co., died of a heart condition at his home in Manhattan Beach last Wednesday. He had been with Goodyear since 1919, except for a period in the '20s when he headed his own advertising agency in Los Angeles.

CHARLES C. EATON

BROCKTON, MASS., July 1—Charles C. Eaton, 74, former president of Charles A. Eaton Co., men's shoe manufacturer, died June 25 at his home here.

Mr. Eaton became president of the company in 1918 upon the death of his father, its founder.

Durham, N. C., Adclub Elects

Edwin B. Hamshar, executive v.p. of Harvey-Laird, has been elected president of the Durham, N. C., Advertising Club. Other officers elected are Jack Cook, v.p.; Jim Holloway, secretary, and Randy Jones, treasurer.

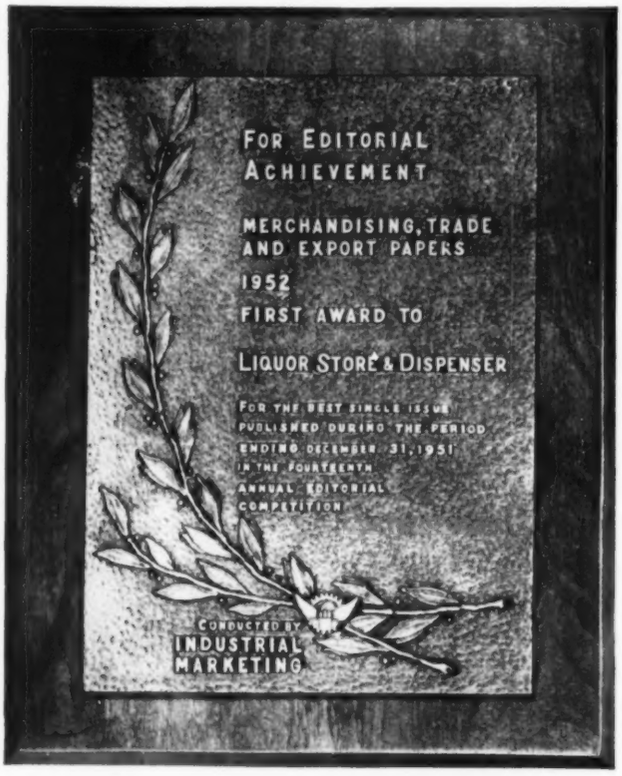
Grant Names John A. E.

William E. John Jr. has been named by Grant Advertising as an account executive and supervisor of the five regions handled by the agency's New York office for the Dodge division of Chrysler Corp.

Gurda to Gregory & House

Gere Gurda has been named to take charge of industrial advertising for Gregory & House, Cleveland. He succeeds C. F. Peters, who has been appointed to direct Interstate Advertising Co., Cleveland.

1 served well...


FOR EDITORIAL ACHIEVEMENT
MERCHANDISING, TRADE AND EXPORT PAPERS
1952
FIRST AWARD TO
LIQUOR STORE & DISPENSER
FOR THE BEST SINGLE ISSUE PUBLISHED DURING THE PERIOD ENDING DECEMBER 31, 1951 IN THE FOURTEENTH ANNUAL EDITORIAL COMPETITION
CONDUCTED BY
INDUSTRIAL MARKETING

Pictured above is the highest award of the year in its field—received by LIQUOR STORE AND DISPENSER for excellence of editorial service. This is the latest of seven similar awards in recent years—more than were received by all other publications in the field combined!

LIQUOR STORE AND DISPENSER is the first magazine in the liquor field—in editorial service, in circulation and in advertising pages. It has a proud record of achievement and service.

But there exists a critical need for two highly specialized editorial services: one for the liquor store operator, the other for the bar-restaurant operator. Each has his specialized problems. The needs of each are different.

So LIQUOR STORE AND DISPENSER will, in October, become two separate and distinct magazines—LIQUOR STORE and BAR & FOOD.

Conover-Mast Publications, Inc.
205 East 42 Street, New York 17, N. Y.

A SOUND PUBLISHING PROGRAM

Walter Joins Agency

Alfred K. Walter, formerly with the *New Era*, Lancaster, Pa., and the *News-Record*, Greensboro, N. C., has joined the publicity and public relations staff of Beaumont, Heller & Sperling, Reading, Pa.

Appoints Edward Carlson

Edward F. Carlson has been named an assistant to the v.p. in charge of sales and advertising at Red Star Yeast & Products Co., Milwaukee.

Leslie Jones Joins GF

Leslie E. Jones, formerly with the National Assn. of Credit Men, has joined the public relations department of General Foods Corp., New York, as assistant to the manager of stockholder relations.

Appoint Canadian Rep

Radio Time Sales (Ontario) Ltd., Toronto, has been named Canadian representative for WJR, Detroit, and WGAR, Cleveland.

Monsanto Promotes Holmes

H. Chandler Holmes, production manager of the ad and public relations department, has been promoted to advertising manager of the phosphate division of Monsanto Chemical Co., St. Louis.

Boeing Promotes Bell

Boeing Airplane Co., Washington, has promoted Ralph L. Bell from assistant sales manager to sales manager. He succeeds Frederick B. Collins, who has resigned.

Rand Names Otto in Mexico

Remington Rand S. A. de C. V. has named the Mexico City branch office of Robert Otto & Co. to handle advertising of its office machines and equipment in that country.

Schaefer Joins Dickie-Raymond

James Schaefer, formerly with Beech-Nut Packing Co., Canajoharie, N. Y., has been named to the New York contact staff of Dickie-Raymond, agency.

but 2 serve better!

Two new specialized magazines cover two lucrative markets

1. LIQUOR STORE . . . a monthly magazine edited exclusively for the liquor store operator and specializing in matters of interest only to him. In today's business economy, he needs sales and merchandising help. LIQUOR STORE will provide this help with a continual flow of merchandising aids.

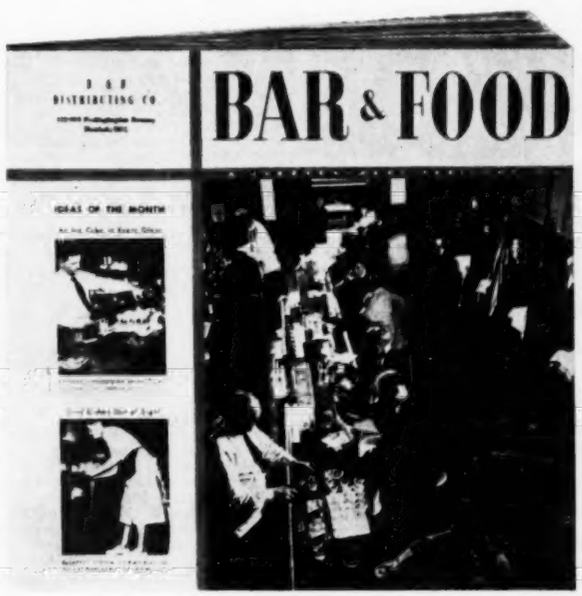
LIQUOR STORE *will reach virtually every liquor store in the "open" states of the country.*

LIQUOR STORE will be "King-Size" in format so as to permit extensive use of illustrations, diagrams, and "show-how" text material. It will accept standard size advertising plates . . . and provide every advertisement with preferred positions next to editorial.

2. BAR & FOOD . . . a monthly magazine edited exclusively for the bar-restaurant manager and specializing in his problems.

BAR & FOOD *will provide the largest national circulation in a lucrative but neglected market. It will reach the top one-third of these establishments that account for better than three-fourths of the bar-restaurant business.*

BAR & FOOD will be "King-Size" in format in order to facilitate pictorial treatment and to give greater display of various products and new equipment available to the reader. It will accept standard size advertising plates.



THAT BENEFITS THE READER . . . AND THE ADVERTISER

General Tire Maps Large-Scale Video Expansion Program

NEW YORK, July 3—General Tire & Rubber Co.'s broadcasting subsidiary, General Teleradio, has started mapping plans for a big TV future.

The first step was the creation of a separate division to handle television. Headed by Theodore C. Streibert, formerly president of WOR, New York, this will be called General Telecasting System.

General Teleradio—the new name for the parent company of WOR and WOR-TV, New York, plus the Yankee and Don Lee networks—is the majority stockholder in Mutual Broadcasting System. However, it has been decided to keep the company's TV activities divorced from radio. As yet Mutual has not been in on the network video competition.

■ General Telecasting can build its video plans around three owned and operated stations—WOR-TV, New York; WNAC-TV, Boston, and KHJ-TV, Los Angeles.

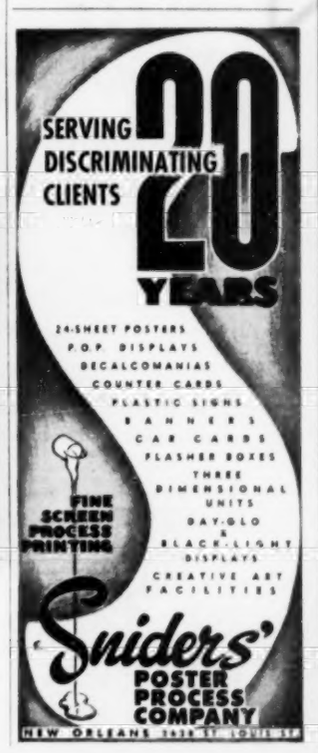
Initial activity is expected to be in the field of film syndication. Dwight Martin, who left Crosley Broadcasting Corp. to join General Teleradio recently, will be executive v.p. of General Telecasting. Keith Masters, legal counsel for WGN, Chicago, has been named secretary. John Sutherland, Hollywood TV film producer, has been retained as a consultant.

Palm Beach Promotes Two

Elmer L. Ward Jr. has been appointed assistant to the v.p. in charge of sales merchandising and Richard G. Williams to sales promotion director of Palm Beach Co., Cincinnati maker of men's suits. Mr. Ward formerly was New England sales director and Mr. Williams eastern central sales manager. Mr. Ward will make his headquarters in New York and Mr. Williams in the Cincinnati office.

Files for 5 California UHFs

John Poole Broadcasting Co., now operating KBIG, Catalina Island, is applying to the Federal Communications Commission for authority to build five ultra high frequency television stations in California. Applications have been filed for stations in Los Angeles, Fresno, Bakersfield, Stockton and the Monterey-Salinas area.



BBDO Gets Scudder Food

Scudder Food Products Inc., Monterey Park, Cal., has named the Los Angeles office of Batten, Barton, Durstine & Osborn to handle its advertising, effective July 15. The company has plants in Monterey Park and Oakland. It distributes mayonnaise, potato chips, peanut butter, French dressing and packaged nuts under the Laura Scudder brand throughout California. Rockett-Lauritzen, Los Angeles, previously had the account.

Financial Admen Elect

William R. Kennedy, v.p. of Union Market National Bank, Watertown, Mass., has been elected president of the Financial Advertisers Assn. of New England. Other officers elected are Edmond F. Dagnino, v.p. of Rockland-Atlas National Bank, Rockland, Mass., and Stephen J. Burke, advertising manager of National Shawmut Bank, Boston, v.p.s; John T. Williams, assistant v.p. of Bankette Co., Boston, executive v.p. and treasurer.

HIGH
median income,
RAPID
growth rate,
LOW
line rate . . .

distinguish The Elks Magazine.

Elks' incomes are *twice* the national median.

The Elks subscribers have *doubled* since 1942 to better than 1,000,000.

An advertising rate of $5.50 a line gives you a *class* income market at a *mass* cost per thousand.

THE *Elks* MAGAZINE
New York • Chicago • Detroit • Los Angeles

. . . In a BIG WAY by turning to Johnson Printing's complete all-under-one-roof offset service, especially on fine color process or long-run production. Why not join the SMART group who have already saved BIG MONEY? Write, or phone or wire collect NOW!

Johnson Printing
EAU CLAIRE, WISCONSIN
2219 Galloway St. Phone 6127

Two Tacoma Tabloids Start During Strike

TACOMA, WASH., July 2—Two daily tabloid newspapers have been started here in the past 10 days as a result of the continued strike at the city's only daily, the *Tacoma News-Tribune*.

First tabloid to appear was the *Despatch*, started by Russ Buffum of the community *K Street Shopper*. This was followed by the *Reporter*, published by employes of the *News-Tribune*. An opening-day statement said the *Reporter* would continue only while the strike lasted. The strike began April 12 over a wage increase sought by pressmen.

Meantime, the *Tacoma Shopping News* has been resumed. This weekly is printed by the *Seattle Shopping News* at the request of Tacoma stores, a number of which are affiliated with Seattle stores publishing the *Seattle Shopping News*. The *Tacoma Shopping News* reports a distribution of 70,000 copies, of which 40,000 are by carrier and the remainder by mail to outlying districts. The Tacoma edition, by agreement, will continue only one week after the strike at the *News-Tribune* concludes.

Mrs. Mary Andrews Ayres Elected a V.P. of SSC&B

Mrs. Mary Andrews Ayres, account executive at Sullivan, Stauffer, Colwell & Bayles, New York, has been elected a v.p. of the agency. She has been with the organization since it was formed six years ago, and is an account executive on the Noxzema and Smith Bros. accounts.

Mary Ayres

Mrs. Ayres, whose husband, Charles T. Ayres, is v.p. in charge of radio at American Broadcasting Co., has spent her entire business career in advertising. Following her graduation from the University of Minnesota, she became a secretary at Ruthrauff & Ryan. Later she worked as a copywriter and then became an account executive on drug and cosmetic accounts.

New Firm to Merchandise Raytheon Sets in West

Belmont Radio Corp., Chicago, is concentrating the complete merchandising program for its Raytheon radio and television for 11 western states and Hawaii in the newly formed company, McNeely, Epstein, Clippinger Associates, Beverly Hills. The organization—located at 251 S. Robertson Blvd.—will be "completely responsible for the administration of company policies" as they pertain to the distribution and merchandising of Raytheon products in the 11-state territory.

Principals of the new corporation are J. H. Clippinger, for the last seven years director and consultant of Hoffman Radio Corp., Los Angeles; R. J. McNeely, director of sales for Hoffman for the past 11 years, and Walter J. Epstein, general manager of Hoffman Sales Corp. during the last seven years.

GE Appoints Rebeta

James G. Rebeta, general manager for the past two years of a graphic company in Detroit, has been appointed manager of advertising and sales promotion in the St. Louis office of General Electric Co. He succeeds James M. McGarry, who has been promoted to manager of the news bureau in Schenectady.

Blum Promotes Three

Elizabeth T. Shemp, space buyer for the agency for the past 10 years, has been elected secretary of Charles Blum Advertising Corp., Philadelphia. William J. McCann has been promoted from head of traffic and production to account executive. His assistant, Ralph J. Brown Jr., succeeds him.

Getting Personal

Business paper publisher **E. F. (Pete) Hamm Jr.**, president of Traffic Service Corp., Washington, sailed for Europe on the Queen Elizabeth July 1. With him on a vacation jaunt are Mrs. Hamm, their daughter Julie and niece Lanie Fairman of Chicago. . .

Politics is keeping the PR and market research men busy. **Jack De Simone**, on leave of absence from Frank H. Berend & Associates, has been appointed director of publicity for New York state's Kefauver for President committee. **Eugene Gilbert**, president of Gilbert Youth Research, is national chairman of the First Voters for Eisenhower committee, a division of Youth for Eisenhower. . .

The first Young Man of the Year in Advertising award, given by the Assn. of Advertising Men, went to **Dave Ogilvy** of Hewitt, Ogilvy, Benson & Mather . . . **Dr. J. Mark Hiebert**, executive v.p. of Sterling Drug Inc., made the commencement address at the New England College of Pharmacy on June 9 and received the college's first honorary degree, a Bachelor of Science in pharmacy. . .

Father's Day had special significance this year for **Rush Sawyers**, chief engineer, **Jeff Waugh**, continuity chief, and **Bob Clarke**, promotion director, all staff members of WDVA, Danville, Va. Recent arrivals in that city include Michael Allen Sawyers, Candice Hope Waugh and Elizabeth Ryan Clarke. . .

LUDGIN'S 25TH—Edward Ernstein (left center), secretary of Earle Ludgin & Co., Chicago, presented Mr. Ludgin (right center) with a sterling silver Paul Revere bowl at the agency's 25th anniversary luncheon recently. Seated are Mrs. Ludgin and Vincent R. Bliss, executive v.p. of the agency.

Edwin Balmer, associate publisher of *Redbook*, returned to Evanston, Ill., for the 50th reunion of his class at Northwestern. He was one of the youngest graduates in history, getting his B.A. at 18. . . **Chesser M. Campbell**, treasurer of the *Chicago Tribune*, has returned to his desk after a two months' trip to Europe. . .

Moving further south in the radio world, **V. D. Ramseur**, president of WAKE, Greenville, S. C., was elected president of the local chamber of commerce at the annual banquet. . .

John J. McCarthy, George A. McDevitt Co., Chicago newspaper representative, was elected commander of Chicago Post 170, at the annual meeting June 23. He succeeds **Norman D. Buehling**, v.p., The Fensholt Co., who becomes chairman of the board. . .

In a pitched battle between softball teams of H. B. Humphrey, Alley & Richards and BBDO in Boston recently, BBDO drew on all its agency resources to win. The art department air brushed a grapefruit for pitcher **Nick Pestrino** to serve to Hump-Alley Captain **Vinny Ostrand**, but to no avail. BBDO went down 12-4, with Vinny only slightly sour. . .**Charley Vaill** of WEEI, Boston, spent the first week of his vacation readying his backyard garden for planting but managed to escape later to the Deerfield and Housatonic rivers to pit his skill against the trout there. . .

Albert Frank-Guenther Law's **Gilbert E. Busch**, currently serving as public information officer for the marine reserve detachment at Ft. Schuyler, N. Y., has been appointed national public relations director of the Marine Corps League. . .

Miss Budweiser, a jumper owned by **August A. Busch Jr.**, president of Anheuser-Busch, and now on loan to the U. S. equestrian team for the Olympics, won first place in individual jumping competition in Dusseldorf, Germany, last month. The Dusseldorf events were a warm-up for the big show. . .

Mr. and Mrs. **Roy V. Smith** are parents of a new daughter, Deborah Jean. Roy is spot sales manager for Alaska Radio Sales in New York. . .

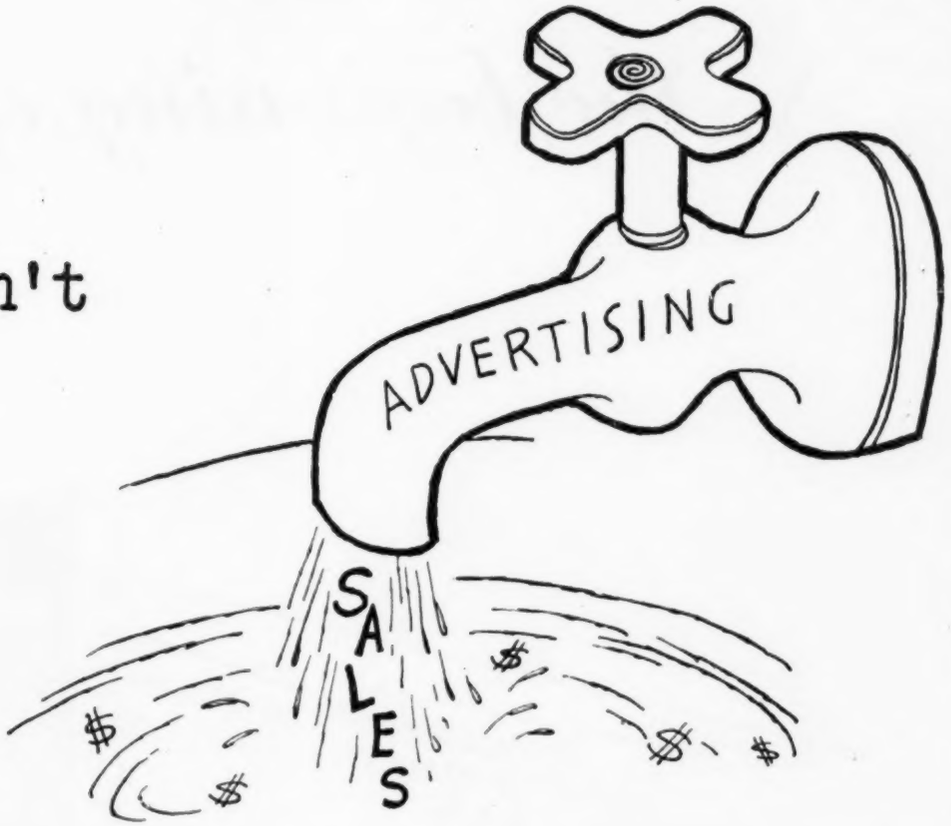
Consolidated Lithographic Co.'s v.p. and sales manager, **Walter J. Ash**, has been appointed a visiting lecturer on merchandising by Bryant College, Providence, R. I. Mr. Ash has lectured on several occasions before the advertising and merchandising classes at the college. . .

Among the eight new directors of the Hartford Chamber of Commerce is **Walter Haase**, general manager of WDRC . . . At the annual Alumni Day program, the University of Wisconsin awarded a "citation for distinguished service to the university" to alumnus **Arthur C. Nielsen**, the researcher. . .

Newt Hedin, a radio account executive since March, 1929, and the first general manager of Station KALE, Portland, Ore., when it was formed by combining KTBR and KFRJ, who retired July 1 from KPOJ, Portland, was honored at a testimonial banquet attended by his many friends in the radio and advertising fraternity. A young 67, he and Mrs. Hedin plan an extended trip to Alaska, after which he will continue his writing for national publications. . .

Frank Hatch, BBDO's Boston manager, has been named to the Boston CofC's committee on historic places. . .

It Doesn't Work That Way!



"Sales have fallen off, Herman—turn on the advertising!"

But industrial advertising doesn't work that way. It's not a faucet which can be turned on or off in response to a rising or falling sales curve.

That's why many alert businessmen are today paying particular attention to their advertising programs. They realize that a firm position for their company must be built up over a period of years. They look upon advertising as a long-range investment . . . and they see in America's constantly expanding economy a greater stake in the markets of the future than they have ever had in the markets of the past.

How big are the markets of the future?

In the decade from 1940 to 1950, industry generally expanded 64% in physical volume. Metalworking did even better than that . . . physical volume increased 100%. That's discounting inflation, too.

The 40's were good . . . but there are many reasons for feeling that the 50's will be just as good or better! Military spending is not yet at its peak; the growth in population has been even faster than was expected; the Gross National Product has risen to a $325 billion rate; metalworking sales have climbed from $81.5 billion in 1950 to $104.2 billion one year later.

The 1950's are a decade of opportunity . . . but they are also an era of increasing competition. The time for action is now. The companies which are planning now . . . and advertising now . . . will be strides ahead of competition in the years to come.

NBP

THE **PENTON** PUBLISHING COMPANY

PENTON BUILDING • CLEVELAND 13, OHIO

the beginning of an era...

on its 30th anniversary

of broadcasting,

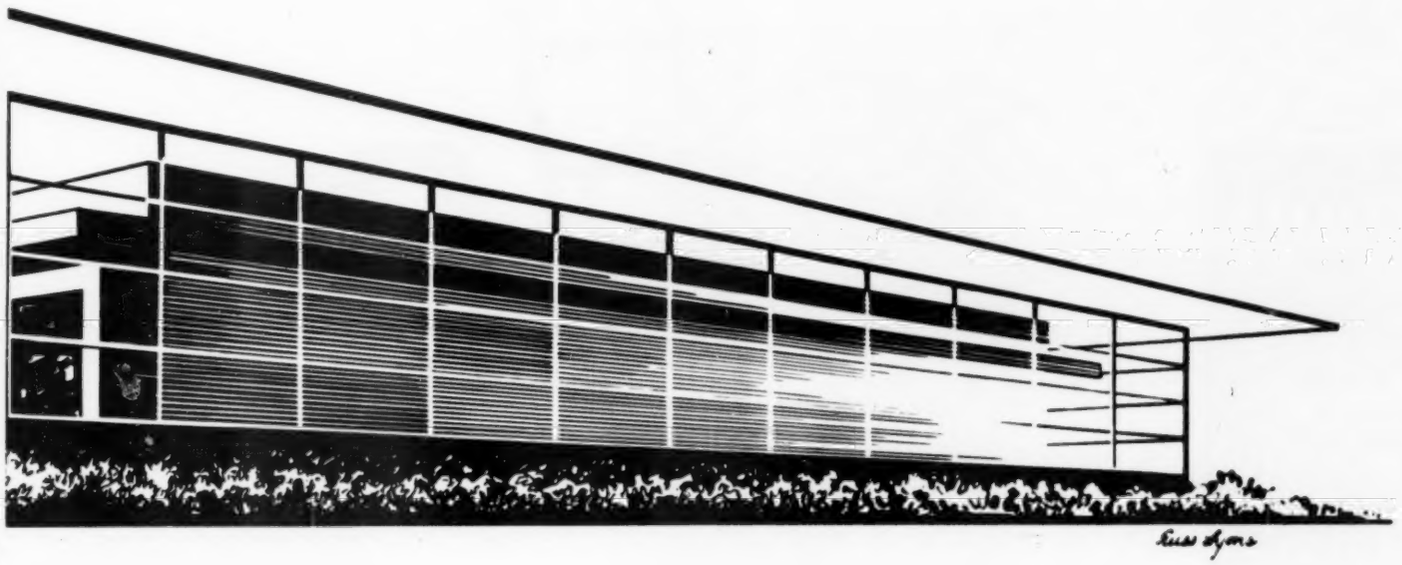
WCAU

dedicated the world's

most complete

radio and television stations

the continuation of an ideal



On its 30th anniversary of broadcasting, WCAU opened the doors of its great new radio and television center with the finest facilities in the world. Here is the ultimate in electronic achievement, which will result in great advancements in the programming of news, entertainment, education, and service to the community.

There's everything at hand to increase our ability to produce the best local programs in Philadelphia and to further our reputation for creating shows for the CBS network.

We could not dedicate such a building without considering the responsibility it presents. Ours is a powerful voice . . . and ours is the precious American heritage of free speech. Both must be carefully safeguarded. Therefore, this great building is dedicated to the people in this area that we serve, with the pledge that WCAU and WCAU-TV will always be "Speaking for Freedom."

THE PHILADELPHIA BULLETIN RADIO AND TELEVISION STATIONS

Bigger Ad Drives Will Boost Macaroni Sales, Mueller Says

MONTREAL, July 2—Macaroni manufacturers expect to increase sales by nearly 40% in the next ten years, according to C. F. Mueller, retiring president of the National Macaroni Manufacturers Assn.

But to do this manufacturers will have to plan bigger advertising and publicity campaigns to meet the threat of competitive industries, Mr. Mueller said, in addressing the association's annual meeting last week.

"Competitive industries are coming up fast. After years in the doldrums the rice people are spending millions of dollars per year to sell the American public on rice. There is no questioning the fact that the per capita consumption of rice will increase."

■ The industry's public relations program should be continued and enlarged, and individual promotion efforts must be increased, the speaker said. Advertising at the local level also must be expanded, he stated.

"Local newspaper, radio and TV advertising is the backbone of this business. It keeps the merchandise moving off the retailer's shelves. We must never become complacent and relax our efforts advertising-wise," he concluded.

Macaroni sales last year were 1.1 billion lbs., up nearly 10% from 1950 sales. The association is shooting for sales of 1.5 billion lbs. by 1961. Per capita consumption in the U. S. has increased from five pounds in 1939 to almost seven pounds in 1951.

NY Publicity Club Elects

Stephen E. Korsen, in charge of press relations for Borden Co., has been elected president of the Publicity Club of New York. Other officers elected are Mabel Alice Tuggle, YWCA, and William A. Littell, Reuel Estill & Co., v.p.s; Roger G. Allen, William A. Battista Inc., treasurer, Terry Mayer, David Crustal Inc., recording secretary.

GF Names James Edwards

James M. Edwards has been appointed assistant field promotion manager in the Maxwell House division of General Foods Corp., New York. He joined GF in 1946 and has served successively as retail salesman, district representative and institution sales supervisor.

Group Health Names Davis

Irving Davis, formerly associate editor of *The Spectator*, a Chilton publication, has been named associate public relations director of Group Health Mutual Inc., St. Paul.

'Radio & Television Retailing' Now Is 'Television Retailing'

Effective with the July issue *Radio & Television Retailing* will become *Television Retailing*. Caldwell-Clements, New York publisher of the monthly magazine, said the change was made "principally in the interests of brevity and simplicity, although it does reflect the fact that television is today the dominant product and principal source of revenue for many of the merchandising groups served by the magazine."

The company said the publication will continue to cover subjects of interest to dealers and distributors handling TV, radio, phonographs, records, electrical appliances and service. *Television Retailing's* present circulation is quoted at more than 30,000.

Appoints William Harris

William R. Harris, formerly executive v.p. of United Mfg. Co., has joined United Advertising Corp., Newark, as v.p. and general manager.

Dakin Heads 'Collier's'

Roger Dakin, for the past nine years associate editor of *Woman's Home Companion*, has been named editor of *Collier's*. He succeeds Louis Ruppel, who resigned recently. Both magazines are published by Crowell-Collier, New York.

New York Admen Elect

Robert Bennett of Grey Advertising, New York, has been elected president of the Metropolitan Advertising Men. Michael Ben-Dror of International Latex Corp. was elected v.p., and Murray Appel of Parents' Institute, treasurer.

Names Ray C. Jenkins Agency

Service Ideas Inc. has named Ray C. Jenkins Advertising, Minneapolis, to direct its advertising. The company manufactures thermoplates for serving both hot and chilled foods and Service Boy signal lights. Both products are distributed to restaurants, hotels, clubs and institutions.

Pardon us, we're hanging up

No. 1 in metalworking . . . America's No. 1 market

8 x 10 GENUINE GLOSSY PHOTOS in Quantities SELL BETTER!

FOR ALL PURPOSES Sharp, clear, crisp! Prompt Delivery!

COST CHART	
1000	$65.00
100	8.50
50	5.00
25	3.50
12	2.40
6	1.95

PHOTOMATIC CO.
22-29 E. Illinois St., Chicago 11, Illinois
Phone: WHitehall 4-2910

Morton Buys Out Partner

Henry J. Morton has purchased the interest of Velma Clyde in Morton & Clyde, Portland, Ore., agency. The agency's name has been changed to Henry J. Morton Co. Mrs. Clyde has given up her interests because of ill health.

OAI Promotes Craig

John F. Craig, account executive in the New York office of Outdoor Advertising Inc., has been promoted to manager of the company's Cleveland sales office.

Ediphone Features Promotion Booklet by Groucho Marx

WEST ORANGE, N. J., July 2—The Ediphone division of Thomas A. Edison Inc. is now using a 16-page booklet by Groucho Marx to help sell its Voicewriter and Televoice, two methods of phone dictation.

Entitled "Now They've Found a Remedy for Work," the booklet is a narrative written in the comic style made famous by Groucho Marx. In the story, Groucho conceives of a recording system to do dictation, only to find that Edison already has such a device. He then becomes embroiled in numerous controversies, one of which is his attempt to sue Edison for stealing his idea. The qualities of the Voicewriter and Televoice are brought out in the course of the plot.

The comic booklet will be offered to business executives via direct mail and page ads placed in *Business Week*, *Newsweek* and *Time*.

Edison says the humor campaign is the work of its agency, Green-Brodie, and John E. Sloan, ad director.

ISC Makes Promotions

International Silver Co., Meriden, Conn., has made six promotions in its various divisions. John B. Stevens has been appointed sales manager of the promotional flatware division and E. R. Hackbarth has become his assistant. Stuart C. Hemingway Jr. and Carl Isakson have been named sales manager and assistant sales manager, respectively, of the sterling flatware division. A. E. Irwin has been promoted to sales manager of the special contracts division, formerly known as the premium division. R. W. Kroeber is now manager of the Chicago office.

Names McConnell, Eastman

General Foods Ltd., Toronto, has named McConnell, Eastman & Co., Toronto, to handle advertising for new products. Baker Advertising, Toronto, which handles General Mills, will continue as heretofore. Announcement of the new products to be handled by McConnell, Eastman will be made at a later date.

Hattwick Named Ad Director

Melvin S. Hattwick, formerly with Needham, Louis & Brorby, Chicago, has been named to the new post of advertising director of Continental Oil Co., with headquarters in Houston.

Another No. 1 for The IRON AGE

1st award in Industrial Marketing's Editorial Achievement contest for an outstanding series of articles: "Boron Steels — A New Era in Alloy Metallurgy." Added proof of The IRON AGE's continued editorial superiority . . . the reason why it is hailed as the No. 1 publication in the metalworking field, both by readers and advertisers.

These other IRON AGE editorial "firsts" all spelled readership

MACHINING — IRON AGE readers got the first report on electro-mechanical machining a year ago — six months before any other publication covered this vital new technique. Subsequent articles have kept them abreast of all new developments in this fascinating field.

PACKAGING — Vapor packaging is now widely used to keep rust off tools and weapons. But there was no published data on it in 1950 when IRON AGE editors began digging into it. Seven months later their readers got the first article, okayed by Army Ordnance.

TITANIUM — IRON AGE readers have come to expect more complete coverage, more "firsts" on this so-called "Cinderella metal." And they've not been disappointed — even if it meant hiring a bush pilot to fly an editor to a new mining site 660 miles north of Montreal.

SHELL MOLDING—First among all magazines to bring its readers detailed reports on the use of this revolutionary process in commercial foundries, The IRON AGE has consistently kept on top of shell molding to give readers practical production news and developments.

ALUMINUM—No other magazine equals The IRON AGE in comprehensive coverage of continuous casting. Latest on this was a West Coast plant report (April '52)—just 3 pages out of the hundreds which The IRON AGE devotes each year to nonferrous metals.

ALLOY SPECIFICATIONS — Specially compiled digests of hundreds of ferrous and non-ferrous alloy specifications highlighted two special issues this past year. They give readers a quick check on specifications of ASTM, SAE, Army, Navy, Air Force, etc., that are likely to pop up in military contracts.

LABOR COVERAGE — Reporting labor — with emphasis on trends and interpretation — has been an IRON AGE strong point for several years. Now it's getting even more time, more effort from the editors, who know businessmen need frequent, accurate reports to keep posted.

SPECIAL NEWS REPORTS—"First, brief, clear and factual," is the credo of a news section that takes readers behind the scenes in every field of metalworking. Its object: Not only to report the news but to put it in its proper perspective so that trends can be outlined for executive action.

another "first"

the IronAge ABC ABP NBP

100 East 42nd Street, New York 17, N. Y.

IN AKRON OHIO

YOUR POSTERS deserve the BEST LOCATIONS

STERLING panels are more effective . . . because we feature the fewest number of panels on each location in Ohio.

• Established over a Quarter Century

Ask your Advertising Agency to specify

Sterling

Offices and Studios
56 N. Summit St.
Akron, Ohio
Phone: FRanklin 8314

HH SEFF

Owned and Operated Company

CALL or WRITE for our detailed, spotted map of the Akron Market. Sent FREE on request.

Hepburn Directs Sales

A. G. Hepburn has been appointed director of sales of kraft wrapping, asphalt-coated and laminated kraft paper for National Container Corp.'s Tomahawk, Wis., and Jaite, O., mills. He will make his headquarters in Chicago.

Hamilton Promotes Two

Howell G. Evans, who has been v.p. in charge of sales of Hamilton Mfg. Co., Two Rivers, Wis., has been promoted to the new post of senior v.p. R. G. Halvorsen succeeds him.

Douglas Leigh Moves

Douglas Leigh Inc., New York, has moved to new headquarters at 715 Fifth Ave., New York.

Fox Joins 'House Beautiful'

House Beautiful has named Frederika Fox consumer-industry editor. Miss Fox formerly was with Conde Nast, where she was merchandising editor of *Vogue* and managing editor of *House & Garden*.

United Promotes Nickell

Morgan R. Nickell, with the airline since 1935, has been promoted to district sales manager in the Chicago area for United Air Lines Inc.

Biow Names Deckinger V.P.

Biow Co., New York, has appointed Dr. E. Lawrence Deckinger, research director, as v.p. in charge of research.

LIBEL
SLANDER
HAZARD

ADVERTISERS • AGENCIES • CLIENTS
are all exposed daily to claims for LIBEL, SLANDER, Invasion of Privacy, Violation of copyright.
INSURE THIS HAZARD!
Our unique policy is adequate and amazingly inexpensive. Experience proves... it's smart to be protected.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange
Kansas City, Mo.

Department Store Sales . . .

'52 Volume Now Only 3% Shy of '51

WASHINGTON, July 1—Another good week has shot department store sales to within 3% of the dollar volume reached during the first 25 weeks of 1951. This is the closest 1952 sales have come to the peak selling of last year.

During the week ended June 21 the big stores took in 6% more dollars than they did in the corresponding week last year. With the exception of New York and Minneapolis, every district in the nation chimed in with an increase.

The Federal Reserve Board also released its tabulation for May. In that month department stores did 5% better than they did in May, 1951. For the first four months of this year, dollar volume was 5% lower than 1951.

■ If May was good, June looks even better. So far, the 3% sales gain in the week ended June 7 was the smallest increase during the month.

At this rate, department stores may well establish an alltime high for dollar sales. The second half of 1951 was slow, but this year sales appear to be just hitting their stride at the mid-year mark.

Federal Reserve District and City	% Change from '51 Week Ended Mo. of June	May 14	June 21
UNITED STATES	3	9	6
Boston District	3	16	8
New Haven	4	18	9
Boston	2	16	9
Lowell-Lawrence	1	17	19
Springfield	2	17	11
Providence	4	20	6
New York District	—4	—8	—10
Newark	—5	r5	3
Buffalo	2	5	2
New York	—6	—14	—15
Rochester	—9	12	5
Syracuse	2	r30	5
Philadelphia District	3	r11	6
Philadelphia	—1	r8	3
Cleveland District	—1	10	9
Akron	6	19	20
Cincinnati	0	15	21
Cleveland	—4	8	8
Columbus	8	16	10
Toledo	3	9	5
Erie	8	10	6
Pittsburgh	—2	6	5
Richmond District	8	17	12
Washington	4	16	11
Baltimore	5	20	13
Atlanta District	18	r23	24
Birmingham	9	13	20
Jacksonville	15	32	*
Miami	11	14	*
Atlanta	29	r16	21
Augusta	57	71	23
New Orleans	18	15	27
Nashville	5	r33	*
Chicago District	—1	9	5
Chicago	—2	5	4
Indianapolis	7	18	6
Detroit	1	13	1
Milwaukee	—1	6	7
St. Louis District	1	r31	19
Little Rock	7	24	17
Louisville	9	24	22
St. Louis Area	5	31	17
Memphis	7	33	32
Minneapolis District	4	r1	—3
Minneapolis	1	—1	—7
St. Paul	4	1	6
Duluth-Superior	4	r3	—2
Kansas City District	9	r13	10
Denver	3	10	5
Wichita	12	10	6
Kansas City	12	21	17
St. Joseph	—1	—1	9
Oklahoma City	10	3	12
Tulsa	17	30	25
Dallas District	14	r22	19
Dallas	9	20	14
El Paso	10	12	11
Fort Worth	10	17	14
Houston	19	26	18
San Antonio	20	22	39
San Francisco District	18	r6	10
Los Angeles Area	24	10	9
Downtown Los Angeles	5	—4	—3
Westside Los Angeles	21	3	9
Oakland	3	1	9
San Diego	27	17	7
San Francisco	12	2	2
Portland	4	—24	21
Salt Lake City	1	5	12
Seattle	4	12	6
Spokane	5	4	3

rRevised.
*Data not available.

DEPARTMENT STORE SALES INDEX

1947-49 equals 100

Week to June 21, '52*..p97
Week to June 23, '51*..92
Week to June 14, '52*..115
Week to June 16, '51*..106
Week to June 7, '52*...110
Week to June 9, '51*..108

*Not adjusted seasonally.
pPreliminary.

The Oregonian reaches MORE WOMEN...

than any other selling medium in the Oregon Market!

The trend continues to The Oregonian!
TOTAL RETAIL LINAGE COMPARISON
1st quarter, 1951-1952
Oregonian Gain . . . . . 417,664 lines
2nd paper Loss . . . . . 31,011 lines

the Oregonian
PORTLAND, OREGON
Largest Circulation in the Pacific Northwest

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, Inc.

Buffalo Marketers Elect

William A. Hart, account executive for Batten, Barton, Durstine & Osborn, has been elected president of the Buffalo-Niagara chapter of the American Marketing Assn. Other officers elected are Ralph A. Gordon, sales administrator, Sylvania Electric Products, v.p.; T. Roswell Lippard, sales analyst, National Gypsum Co., secretary, and Theodore L. Graf, market research contractor, treasurer.

Barry Named PR Director

Jack Barry, formerly executive manager of the Greater Lawrence, Mass., Chamber of Commerce, has been appointed director of personnel and public relations of American Woolen Co., with headquarters in the company's Boston office.

Appoints Graham Treadway

Graham H. Treadway has been named assistant to the president of LaPointe Plascomold Corp., Rockville, Conn. He will coordinate sales and work with the president in all matters of general management policy.

Imperial Knife Names Agency

Wilson, Haight & Welch, New York, has been named to handle advertising for Imperial Knife Associated Companies, New York, for its line of pocket knives, household cutlery, stainless steel flatware and razor blades.

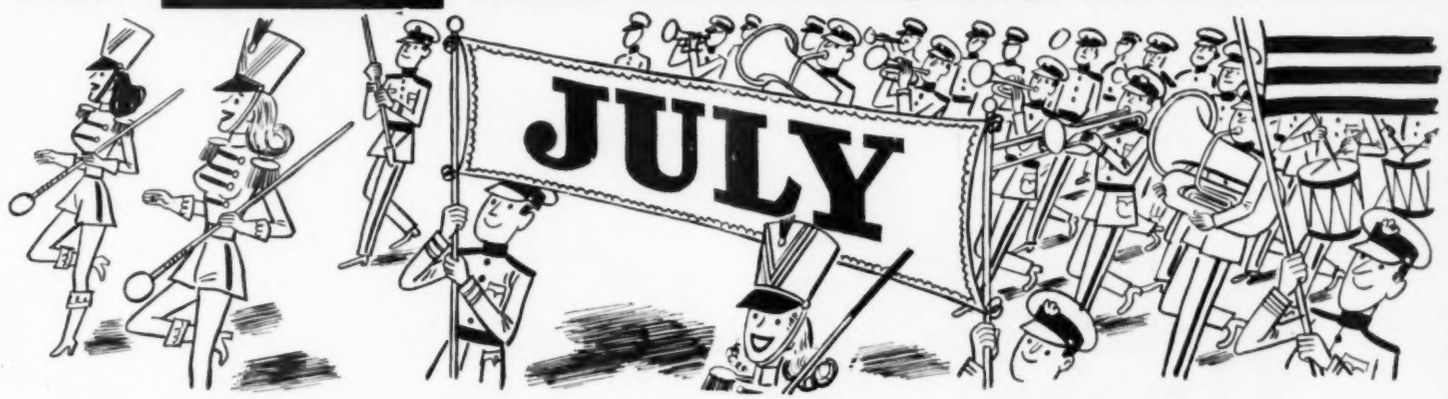
Sangston Joins Chilton

John W. Sangston, previously with *Marine News*, has joined the sales staff of *Department Store Economist*, a Chilton publication. He will represent the publication in New England and New York City.

Scriptomatic Names Ullman

Scriptomatic Inc., Philadelphia, has named the Roland G. E. Ullman Organization, Philadelphia, to handle its advertising. The company makes the Scriptomatic addressing machine.

THE The Saturday Evening POST MERCHANDISING CALENDAR



Take a month, any month, and you'll find, in the key marketing areas of the nation, that The Saturday Evening Post is doing the most effective, most consistent job of merchandising.

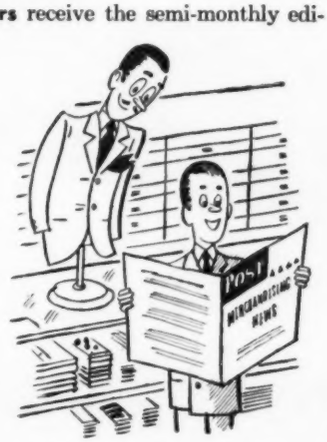
WEEK OF JULY 1

- **9000 automotive jobbers,** manufacturers, their agencies and salesmen receive POST Key Line Directory and POST Selling Slants.
- **Weekly Post Item Promotion Service** sent to all leading department stores.

- **500 POST "Back to College"** kits sent to men's wear stores and men's wear buyers of leading department stores.
- **Guy Drug Chain,** Seattle (8 stores), chainwide "POST Recognized Values" promotion begins.
- **Double spreads in four food trade papers** announce Third POST Family Shopping Promotion; invite all food retailers to participate.
- **POST Retail Field Force** makes total of 75 personal calls per week on leading retailers.
- **1000 Independent druggists** in Kansas, Alabama, Mississippi and Oklahoma receive monthly POST Recognized Values promotion kit.

WEEK OF JULY 7

- **1000 leading Electrical Distributors** receive the semi-monthly edition of the POST Key Line Club News.
- **500 Hardware wholesalers** receive their semi-monthly issue of POST Hardware News.
- **500 leading men's wear stores** throughout the nation receive their semi-monthly edition of the POST Item Promotion Service.
- **Weekly POST Item Promotion Service** is sent to every leading department store in the country.



- **POST Retail Field Force** makes total of 75 personal calls per week on leading retailers.

WEEK OF JULY 14

- **9000 automotive jobbers,** manufacturers, their agencies and salesmen receive POST Key Line Directory and POST Selling Slants.
- **50 independent druggists,** customers of Spence-McCord Wholesale Drug Co., (La Crosse, Wis.) start three-week "POST Recognized Values" promotion.
- **Weekly POST Item Promotion Service** goes to all leading department stores.
- **"POST Recognized Values"** promotion at 8 Guy Drug Stores (Seattle) ends.
- **POST Retail Field Force** makes total of 75 personal calls per week on leading retailers.

WEEK OF JULY 21

- **20,000 automotive manufacturers,** agencies and wholesalers receive latest survey reports on POST leadership among nation's top jobbers.
- **500 leading men's wear stores** receive semi-monthly POST Item Promotion Service.
- **1000 Electrical Distributors** receive semi-monthly POST Key Line Club News.
- **500 Hardware Wholesalers** get semi-monthly POST Hardware News.
- **Weekly POST Item Promotion Service** goes to all leading department stores.
- **Post Retail Field Force** makes total of 75 personal calls per week on leading retailers.

WEEK OF JULY 28

- **Weekly POST Item Promotion Service** goes to all leading department stores.
- **"POST Recognized Value" promotion** (50 independent druggists, customers of Spence-McCord) ends.

A market not duplicated by any other news

PEOPLE ON THE DECISION TEAM

Judging by the many kinds of jobs held by the readers of "U. S. News & World Report" who report they influence company purchases, company buying is certainly a "team" operation.* For example, 24% of the "U. S. News & World Report" readers making decisions on materials and equipment have corporate titles such as president, vice-president, etc.; 26% are department heads and consultants; another 22% have owner and partner titles; and the remaining 28% are executive assistants and others. This spread of the buying decisions confirms the need to cover all the company bases with your advertising. The spread of our coverage in all these important levels confirms how "U. S. News & World Report" can do it for you.

Class News Magazine

This concentration of "U. S. News & World Report" in the decision levels marks its concentration among the very people apt to be most busy, most difficult to see. With less time to read everything, they give their "most useful" votes (see our seven such surveys on this point)* to "U. S. News & World Report" because it brings them the essential news that affects their business, their personal futures, and their personal incomes. Those incomes ($13,557 family average)* are the highest in the news magazine field—a measure of the importance of these families in their communities, and as prospects for all quality products and services that are part of gracious living and gracious homes.

* —*detailed reports available*

magazine

U.S. News & World Report

FIRST IN ADVERTISING GROWTH

1951 Revenue Gain 53% Over 1950; Greatest in Its Field

FIRST IN CIRCULATION GROWTH

1951 ABC Gain 18% Over 1950; Greatest in Its Field

Opens Ceramic Design Studio

Commercial Decal Inc., New York, has established "The House of Ceramic Design." The studio is intended to serve as a free design service to ceramic artists. Original patterns by leading artists will be available.

GE Promotes McGarry

James M. McGarry, who has been advertising and sales promotion manager of the midstates apparatus district in St. Louis, has been promoted to manager of the news bureau for General Electric Co., Schenectady.

The Fabulous Southwest

The Nation's Largest Trade Territory

had FOOD SALES of $110,976,000 in 1951

370% increase over 1940

Two Separate Newspapers — 27¢ Buys BOTH!

The El Paso Times
An Independent Newspaper
Morning and Sunday

El Paso Herald-Post
A Scripps-Howard Newspaper
Evening

Verne Burnett Says PR Men Must Know Much of Psychology

NEW YORK, July 1—According to Verne Burnett, author of "Solving Public Relations Problems," a public relations worker needs to know a good deal about psychology and psychoanalysis.

Discussing the role of public relations in modern society, Mr. Burnett says: "We should study the inferiority and other complexes, both for one person and a large aggregation, against the background of radical alterations in our lives due to modern science, business, education and politics" before planning a public relations campaign.

■ The book, published by B. C. Forbes & Sons Publishing Co., presents a good many case histories taken from Mr. Burnett's experience in the field. He was at one time ad manager of Cadillac Motor Car Co. and later secretary of the advertising committee for General Motors Corp. In the early 1930's he was elected v.p. in charge of public and stockholder relations for General Foods Corp. and since 1944 has operated his own public relations counsel, Verne Burnett Associates.

In addition to his background material on theories of effective public relations, the author winds up with suggestions on how to develop and round out an integrated public relations program.

HAHN BOOK TELLS PHASES OF RETAILING

NEW YORK, July 1—Rather than a collection of statistics and formulae for operating a retail establishment, "Stores, Merchants and Customers" presents instead a philosophy of retailing by Lew Hahn, past president of the National Retail Dry Goods Assn.

Published by Fairchild Publications Inc. ($5), Mr. Hahn's book deals generally with all phases of retailing for large and small retail specialty and department stores.

As might be expected, he is opposed to fair trade pricing principles and seems dubious about the system whereby products are presold by national advertising so that the retailer no longer chooses his merchandise with the customer's best interest necessarily at heart. "I am convinced," Mr. Hahn says, "that this steady process of surrendering the market to the nationally advertised manufacturer is not going to prove good for the department stores."

BERNARD DESCRIBES 'DYNAMIC DISPLAY'

CINCINNATI, July 1—Dealing with the principles of display and the techniques involved in their application, "Dynamic Display" is a new book published by Display Publishing Co. ($10), publishers of *Display World*.

The author, Frank Bernard, is a native of Prague, where he was display director of that city's largest department store. He now operates his own studio in Toronto.

"Dynamic Display," illustrated extensively with both line drawings and halftones, presents a number of retail display problems and their solutions. It also devotes several sections to eye-catching display ideas, small and large windows, the use of color, photography and lighting, and effective displays on a small budget.

FREEDOM OF PRESS RELATED TO POLITICS

URBANA, ILL., July 2—How much freedom the press is allowed depends upon the political security of the government involved.

This is one of two basic propositions "toward a theory of freedom of the press" presented by Frederick Seaton Siebert of the University of Illinois in his recently published "Freedom of the Press in England" (University of Illinois Press, $7.50).

Mr. Siebert's other proposition is that "the extent of government control of the press depends on the nature of the relationship of the government to those subject to the government." Both postulates are based on the author's study of English journalism from 1476 to 1776 as an immediate background for and source of American principles of freedom of the press.

The book discusses concurrent economic and political trends which affected the British press in separate sections but is generally divided chronologically according to ruling monarchs. The rise and decline of government controls is traced up to the time of the American Revolution, where Mr. Siebert leaves the story to already published histories of American press freedom.

POLITICOS TOLD HOW TO USE TELEVISION

PHILADELPHIA, July 1—The use of a series of 15-minute television shows is preferable to spot announcements for political purposes.

That is the opinion of Mrs. Suzanne Roberts, a former public relations counsellor and a specialist in political campaigning via radio and television, in a 40-page booklet, "The Candidate and Television," published by *TV Digest*. The booklet is being sold for $1.50 a copy.

The booklet details basic plans and the various types of shows that can be used effectively for television political campaigning.

REVISES '101 ROUGHS'

CHICAGO, July 1—Don May, well known in commercial art circles for his work in the fields of layout and design, has revised his "101 Roughs," first published several years ago.

It is a handbook of advertising layout procedures illustrating 31 basic layout patterns. Also included is a discussion of typography and type harmony. Published by Frederick J. Drake & Co., Wilmette, Ill., "101 Roughs" costs $1.

Establishes Marketing Award

The Industrial Advertising and Marketing Council, which is the western New England chapter of the National Industrial Advertisers Assn., has established an annual award at the University of Connecticut for senior marketing students. An award certificate and $100 will go to the senior who submits the best paper outlining expenditures of a one-year industrial advertising budget of $100,000. The product for the budget must be one made by a Connecticut manufacturer who is connected with IAMC.

Worthington Boosts Michel

E. R. Michel has been promoted to manager of direct sales of the air conditioning and refrigeration division of Worthington Corp., Harrison, N.J. Mr. Michel has been assistant manager of the division.

Names Niehaus Art Director

Don Niehaus, formerly with Ringer & Associates, Los Angeles, has been appointed art director of Van der Boom-Hunt-McNaughton, Los Angeles.

Here's one for the book(s), Mr. Advertiser!

BOOK ORDERS TRIPLED

by publishers advertising on

WBZ

BOSTON · 50,000 Watts

■ One form of advertising that *must* show results, quickly and unquestionably, is advertising for mail-order purchase of books.

Two of the outstanding leaders in this field, Doubleday & Co. and the Grolier Society, have again proved that WBZ stands in a class by itself for consistent results in the New England market.

Writes Joe Gans of Ehwing & Altman, agency for both publishers: "This year we more than doubled our previous best season in total number of broadcasts on WBZ. We more than tripled the number of orders received—at a substantially lower cost per order. To put it another way, we carried a larger schedule over a longer period of time, and accomplished one of our greatest success stories. WBZ seems to be getting more powerful each year!"

Are *you* taking advantage of WBZ's unique and widespread influence in all six New England states? If you're looking for record-making results in this responsive market, get in touch now with WBZ or Free & Peters.

Westinghouse Radio Stations Inc KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

The record each month of the finest perfume and cosmetic advertising

BEAUTY FASHION

Also publishers of DRUG AND COSMETIC INDUSTRY

Wherever you are you're always in the middle of things with Advertising Age

Says

JOHN KAYLOR NORTHWAY

Advertising and Sales Promotion Manager

F. JACOBSON AND SONS, INC.

"Wherever you are—Wisconsin, Chicago, or New York—you're always in the middle of things with ADVERTISING AGE. It keeps me up to date, stimulates my thinking, and constantly reminds me that good ideas are not restricted to any one segment of the business, and that the principles which have sold floor wax or what-not can be applied to the selling of shirts."

JOHN KAYLOR NORTHWAY

In his capacity as Advertising and Sales Promotion Manager, and Assistant Sales Manager of F. Jacobson and Sons, Inc., New York, Mr. Northway is responsible for the advertising and promotion of the Jayson and Excello lines of shirts, sport shirts and pajamas. After graduating from Northwestern he joined Marshall Field & Company as a copywriter and served as advertising manager of their men's store from 1935 to 1938. He next joined Coopers, Inc., Kenosha, Wisconsin, as assistant to the vice president in charge of marketing. In 1947 he left this post to join the Jacobson organization, where he specializes in market research and the analysis of sales potentials in order to concentrate sales and advertising efforts into the areas where they will do the most good. His hobby is writing for the pulp magazines. His Monday evenings are devoted to reading ADVERTISING AGE, except, he says, "when there's a night Yankee game on television." Mr. Northway is married, father of two children, lives in Bronxville, and says he believes he was fated to work for Jayson because he was born in Jasonville, Indiana.

Chemical Company Marks 20th Year of Industrial Series

NEW YORK, July 1—U.S. Industrial Chemicals Co., a division of National Distillers Products Corp., is celebrating the 20th year of "USI Chemical News," one of the oldest and most successful industrial advertising campaigns.

The ads, two-page inserts, with news format, have run monthly since June, 1932, in leading industrial publications in the chemical field. Lee A. Keane, v.p. in charge of the company's sales, said "USI Chemical News" drew 6,301 inquiries last year.

"Independent readership surveys have always placed the 'News' among the top two or three best read ads in the industrial field," he said. "In an Advertising Research Foundation study made in 1950, the ad received a score of 55%, second only to a full-page display near the front of the magazine which scored 56%."

■ Copy for the "News" is prepared by the company's agency, G. M. Basford Co. Roger L. Wensley, board chairman of Basford, said that the agency culls its material from more than 30 publications and countless publicity releases. Selected items are screened and rewritten. The agency also handles the inquiries. These are identified and sent to division managers of the company, who answer them.

"USI was the first to use a news technique to solve the problem of how to advertise basic chemicals," Mr. Keane said. The most unusual feature of the ad, he pointed out, is the news item about products and technical developments of other companies, many of them competitors of USI. Names of outside products and manufacturers are not reported. The items are keyed and readers are invited to write in if they want further information.

■ "That the 'News' sells USI products was proved several years ago," Mr. Keane said, "when a new product, methionine, was introduced to the drug industry. The product had not been commercially available up to that time and was announced in a story in the 'News' without any other advertising. More than 200 requests resulting from the initial announcement led to sales of $140,000," he said.

The "News" appears monthly in *Chemical & Engineering News* and *Oil, Paint & Drug Reporter* and every other month in *Chemical Engineering, Chemical Week, Chemical Processing, Drug Trade News*, and *Drug & Cosmetic Industry*. In addition, 12,000 reprints are mailed monthly to a select list.

Pratt Leaves Y&R for Health

Curtis G. Pratt, v.p. and contact supervisor for Young & Rubicam, New York, retired June 30 on his doctor's orders. He will vacation all summer and open as a business consultant in September at 52 Vanderbilt Ave.

THE WINNER—Henry J. Kaufman of the Washington agency bearing his name received the National Advertising Agency Network's annual Creative Awards trophy at the network's 1952 conference at Skytop, Pa. Present at the ceremony were (left to right) Harry Hoffman of Hoffman & York, Milwaukee; Mr. Kaufman; Oakleigh R. French of Oakleigh R. French & Associates, St. Louis, and Bill Sigmund of Henry J. Kaufman & Associates.

Grey Publishes Survey of Non-Food Self-Service

Grey Advertising has just completed what is reportedly the first comprehensive study of "self-service retailing of non-foods in non-food outlets." The agency will present its findings of this "distribution revolution of vast dimensions that has just begun," in seven consecutive issues of the national advertisers' edition of "Grey Matter," the agency's semi-monthly house organ. The reports will run consecutively from July 1 to Oct. 1.

FC&B Resigns Account

The Los Angeles office of Foote, Cone & Belding has resigned the account of Free Sewing Machine Co., Beverly Hills, effective Sept. 1. The move is reported to be based on a difference of opinion on basic advertising policies, and an amicable one. The following companies also are involved: Free-Westinghouse Sewing Machine, New Home Sewing Machine, National Sewing Machine and Apsco Pencil Sharpeners.

Elected by Hilton

John W. Houser has been elected executive vice president of Hilton Hotels International. Mr. Houser, who joined the Hilton organization in 1948, is one of The Wall Street Journal's 430,540 regular readers.

Big Buying Market

The value of Wall Street Journal readership to advertisers can be seen from the high potential of purchasing which is controlled or influenced by Journal readers. For example, in Mr. Houser's field, the American hotel industry now is completing a modernization and rehabilitation program which has cost over $2,000,000,000 since the end of World War II. Repairs and maintenance alone for the hotels run at around $126,850,000 annually. Because hotels are "homes away from home" they are a vast market for many items the householder buys — multiplied by the bigger volume of such items that hotels necessarily need. Not only in the hotel field, but in every industry, Wall Street Journal readers in 48 states are those who can say "yes" to what an advertiser proposes.

(ADVERTISEMENT)

Welcome Stranger
YES, WELCOME to Hometown America . . . not just "big town" or "small town" but *every* friendly town and neighborhood where local merchants know their customers personally.
Here in these substantial Hometown communities, the wholesome, helpful editorial character of The American Magazine has won the approval and confidence of more than 2,500,000 receptive families.
And, as it holds no appeal for the shiftless, The American offers advertisers a self-selected audience of responsible, larger families with incomes 38% above the U.S. average.
Yet this premium audience actually costs less. Actual analysis shows the low American rate delivers more families per advertising dollar than any of the other respected family magazines shown in the adjoining chart.
As sales and advertising costs climb, it is just good business to study The American Magazine, because it lives longer—a month at least, because it means more—to its Hometown readers, and because it costs less—no matter how you figure it. Challenge us. We can prove it.
16% to 59% more ABC circulation per advertising dollar!
(Number of reader families per dollar based on ABC circulation, black and white page rates.)
361
310
292
279
276
226
American Magazine
Collier's
Sat.Eve. Post
Look
Life
Time
IT'S TRUE—The American Magazine now gives advertisers more reader families per advertising dollar than any of these other leading magazines—16% more than the next highest value, 59% more than the lowest!

RCA Plans Heaviest Fall Ad Campaign

CAMDEN, N. J., July 2—RCA Victor's third-quarter advertising campaign for new TV receivers, radios and record players will be the largest in the company's history.

ADVERTISING AGE learned the drive will be launched with a two-page b&w ad in *Life* on July 14 for TV, and on July 16 in the *Saturday Evening Post* for radio. Both ads will be followed with pages in August and color spreads in September, through J. Walter Thompson Co.

Special sections have been scheduled in 109 major newspapers in 101 markets, including forty 12- and 16-page tabloid supplements. This will be supported by space in eight trade publications and leading specialty magazines.

■ The latter will be designed to soften up potential new TV markets. In addition, *The New Yorker* will get a page weekly through July and August for RCA phonographs and *Ebony* will carry pages in July, August and September for radio copy.

Radio support will come through RCA's "Curtain Call" on Fridays and the Meredith Wilson show on Sunday as a supplement to dealer aids, cooperative ads and a new special dealer booklet in New York City. Bruno New York Inc. will distribute 3,000,000 reprints of tabloid supplements to consumers.

KGO Appoints Crowley

Steve Crowley, formerly with Richard N. Meltzer Advertising, San Francisco, and more recently returned from Army service, has joined the KGO, San Francisco, sales staff.

Helbros Promotes Fischer

Harry E. Fischer, formerly assistant advertising manager of Helbros Watch Co., New York, has been promoted to director of advertising and sales promotion. Mr. Fischer succeeds Irwin Roseman, who has joined International Latex Corp.

VIDEO DEAL—Vern Mullen, advertising manager of Miller Brewing Co., Milwaukee, signs a contract for a new March of Time TV series in 50 markets starting in the fall. Looking on is Frank Shea, sales director for the documentary film producer.

BAB Buys Nielsen Data

The Broadcast Advertising Bureau, New York, has signed for a special A. C. Nielsen Co. service, including the radio index, coverage service and the food-drug index. BAB president W. B. Ryan said the information would be used to help develop new techniques for promoting radio.

ABC Adds Eight Stations

Eight additional radio stations have affiliated with American Broadcasting Co., making a total of 336. They are: KGPH, Flagstaff, Ariz.; KTBB, Tyler, Tex.; WDWD, Dawson, Ga.; WARN, Fort Pierce, Fla.; WBCU, Union, S. C.; KCLF, Clifton, Ariz.; KGAN, Kingman, Ariz., and WGRA, Cairo, Ga.

Heller Joins Honig-Cooper

Jay Heller, formerly with Hixson & Jorgensen, San Francisco, has joined Honig-Cooper, San Francisco. A. Giuriani & Bros., San Francisco maker of Star Brand olive oil, has appointed Honig-Cooper to direct its advertising.

The Crowell-Collier Publishing Company, 640 Fifth Avenue, New York 19, N. Y. • Publishers of The American Magazine, Collier's and Woman's Home Companion

looking for A CHANGE?

If every day seems dark and cloudy and you seem to have more than your share of problems—let us help chase your gloom. We've made a business of helping busy production men and advertising executives; and whether you use one service, or all six, you'll be pleased with the help and assistance you'll receive. Write or phone and let us tell you more.

6 unified services

COLOR PROCESS
ENGRAVINGS
ART WORK
PHOTOGRAPHY
TYPOGRAPHY
ELECTROTYPING

PONTIAC Engraving & Electrotype Co.

812 WEST VAN BUREN ST.
CHICAGO 7, ILLINOIS
call HAymarket 1-1000

Monopoly Charge Hits Pillsbury

WASHINGTON, July 1—The Federal Trade Commission filed monopoly charges against Pillsbury Mills Inc. last week, invoking for the first time a new provision of the Clayton Anti-Trust Act.

Pillsbury was charged with violating the Clayton Act by its purchase of the assets of Ballard & Ballard Co., Louisville, and Duff's Baking Mix division of American Home Products Corp., Hamilton, O.

The new Clayton Act provision which made possible the FTC's action was written into the act 18 months ago. It extended the FTC's powers to cases where one company acquires control of another by purchasing its physical assets. Prior to the addition of this provision the FTC was restricted to action against only those corporations that had acquired the capital stock of another corporation.

■ In its complaint, the FTC contends that Pillsbury, between 1940 and 1950, bought out six different companies. As a result, the company boosted its sales from $47,000,000 to $201,000,000 during that period. The addition of Ballard & Ballard and Duff's alone, the FTC asserts, now gives Pillsbury about 45% of the flour milling market in the Southeast, and a "substantial" portion throughout the remainder of the U. S.

The nine largest flour milling companies in the country have strengthened their control of the industry since 1945, the FTC contended. Ownership and control of the prepared mix business is becoming particularly concentrated because relatively few companies distribute and advertise mixes nationally, the commission said.

■ When it purchased Duff in March, 1592, Pillsbury was No. 2 nationally in the distribution of prepared mixes, and Duff was No. 4. Between them, the two enjoyed 23% of the total prepared mix market, the FTC said.

Even before it acquired these two companies, Pillsbury was in a position to "engage in the granting of price discriminations, and it did in fact exercise and abuse such powers by that and other methods," the FTC complaint read.

Although the new Clayton Act amendment gives the government the power to move against mergers which reduce competition, the FTC must still prove that Pillsbury's purchase of the two smaller milling companies has actually hurt competition in the industry.

■ Pillsbury Mills called the FTC complaint "without basis" and "unrealistic."

"The government has apparently singled out this case from a large number of similar acquisitions as a test case for the 1951 Clayton Amendment," a spokesman for the nation's second largest milling company declared.

"If the government had any real basis for their claim, action would have been taken over a year ago when Pillsbury went to the FTC with full information about the proposed acquisition of Ballard & Ballard. The government took no action, and has waited for more than a year, during which time integration with Ballard & Ballard has been completed," the Pillsbury spokesman said.

James Mead, FTC chairman, said that the commission has been studying several hundred cases other than Pillsbury's, and these investigations may lead to the filing of charges against other companies.

White Appoints Robinson

White Advertising, Tulsa and Oklahoma City, has appointed Lusk Robinson an account executive in its Oklahoma City office. Mr. Robinson has spent 18 years in advertising, sales, sales promotion and public relations, and at one time was co-publisher with his father, the late Harry Robinson, of several small newspapers in Arkansas. During World War II he served in the Marines and was recalled to active duty in 1950, being discharged in 1951.

Ad-O-Meter Names Lawrence

Ad-O-Meter Corp., Ferndale, Mich., maker of ad message holders for parking meters, has named Lawrence Advertising, Chicago, to direct its advertising.

Columbia Gives PR Degree

Beginning next fall, Columbia University, New York, is offering a bachelor of science degree in public relations in its school of general studies.

Associated Advertising Moves

Associated Advertising Agency Inc., Cincinnati, has moved to larger quarters in the Dixie Terminal Bldg.

Tapply Elected a V.P.

H. G. Tapply, copy chief of Reilly, Brown & Willard, Boston, has been elected a v.p. of the agency.

*Mr. Theodore F. Shaker of Chicago, or Mr. John A. Schneider or Frank Shakespeare, Jr., of New York ... or—for that matter—our Messrs. A. through Z.

Advertising Terminology

BY H. VICTOR GROHMANN

A dictionary of advertising language including art, media, production, radio, television and general terms.

FIRST EDITION $1 PER COPY
(Plus 3¢ Sales Tax in N. Y. C.)

Privately printed and published by

NEEDHAM & GROHMANN
INCORPORATED
30 ROCKEFELLER PLAZA
NEW YORK 20, NEW YORK

Pabco Promotes Wells

Edward T. Wells has been promoted to assistant western sales manager of the floor covering division of Pabco Products Inc., San Francisco. Mr. Wells has been with Pabco 17 years and for the past three years has been regional floor covering manager in the Southwest, with headquarters in Dallas.

KCBS Boosts Deggendorfer

Evelyn Deggendorfer, assistant promotion manager, has been promoted to promotion manager of KCBS, San Francisco. She succeeds Howard L. Gossage, who has taken a year's leave of absence to tour and study in Europe.

'Sunset' Increases Rate

Sunset Magazine has announced a circulation increase from 450,000 to 500,000 and will increase its rates, effective January, 1953. Rates for a b&w page are to go from $2,310 to $2,500. Agate line rate will be advanced from $5.50 to $6. All other rates increase proportionately.

Hardware Co. Names Agency

Independent Lock Co. and its affiliate, Lockwood Hardware Mfg. Co., both of Fitchburg, Mass., makers of hardware products, have appointed H. B. Humphrey, Alley & Richards, Boston, to handle their advertising.

Gets Hotel Publicity Board

M. Belmont Ver Standig Inc., Washington, has been named to handle advertising and public relations for the Hotel Publicity Board, Washington. The newly formed board will act as a clearing house for information on member hotels and resorts to travel agents and the general public.

Hastings Joins Dow Co.

Tom Hastings, formerly general sales manager of Jacob Schmidt Brewing Co., St. Paul, has been named director of special sales and promotion for Louis F. Dow Co., St. Paul advertising specialty organization.

NARTST Adds Members

Thomas F. Clark Co., New York, has joined the National Assn. of Radio & Television Station Representatives. Separate membership also has been listed for Weed Television, recently set up by Weed & Co. as a separate division.

BAB Appoints Brown

Walter E. Brown, who formerly was in the advertising and promotion department of the DuMont Television Network, has joined the Broadcast Advertising Bureau, New York. He will work on national and local promotion for BAB.

Steiner & Koob Formed

Joan M. Koob and William Steiner have formed Steiner & Koob, a direct advertising and sales promotion consulting company, with offices at 60 E. 42nd St., New York 17. Miss Koob recently resigned as direct mail manager of Walter J. Black Inc., where she handled direct mail promotion for several book clubs. Mr. Steiner has been circulation director of Young America Magazines and Scholastic Publications.

Lever Airs Song Session

Lever Bros., New York, is presenting a musical variety program starring Patti Page twice weekly over CBS-TV starting July 1 at 7:45 p.m., EDT. Featured products are Chlorodent and Shadow Wave, through J. Walter Thompson Co.

Gale Products to Charles Blum

Gale Products, Galesburg, Ill., maker of Buccaneer outboard motors, has named Charles Blum Advertising Corp., Philadelphia, to direct its advertising and public relations.

Our Mr. S* has just been where you're going

You can make an expedition out of finding the right TV spots. But the easiest way—and the best—is to talk with our Mr. S.

For he travels farther than anyone to keep up with seven of your top markets. And does it more frequently, too.

In the last six months, for instance, every one of our account men has made at least one complete tour of all seven markets.

Our Mr. S. has brought back the most first-hand facts on these markets you'll find in captivity. He has an on-the-spot perspective which no one else can give you.

And when he recommends a TV spot, you can be sure that your product will be in the right place at the right time.

You'll climb the highest sales curve with Mr. S. as your guide. When you plan your next campaign, he'd be pleased to help you.

CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.

New Oak PENNANT BALLOONS

Add Color, Zest and Festive Spirit

To openings of stores, auto agencies, gas stations, etc., and at fairs, school and community events.

In the hands of eager children they make hundreds of free "walking billboards." Use Oak Pennant Balloons and you will insure success.

Pennant Balloons, No. 715P, inflate to 15" long. Write today for details and prices.

The OAK RUBBER CO
RAVENNA OHIO

Cockfield's Billings Up 400% in Ten Years

Personalities, Ideas Spark 24-Year-Old Canadian Ad Agency

By John Crichton

MONTREAL, July 3—Cockfield, Brown & Co. Ltd. is 24 years old, has quadrupled its billing in the last decade, and manages to handle conflicting accounts in no less than 16 classifications.

With nearly $16,000,000 in billing, the agency occupies a unique position in the Dominion. Remembering that Canada has about one-twelfth of the United States' population and national income, this is equivalent to $192,000,000 in stateside billing—a mark so far unreached by any American agency.

It maintains offices in Montreal, in Toronto, Vancouver, Winnipeg and Ottawa. The Montreal office and the Toronto office, naturally, dominate in billing, and they are approximately equal. The two offices contribute seven each of the 26 directors of the agency, with G. Warren Brown, president of the agency, heading the board.

■ It sells in two languages, is confronted by advertising rules entirely different from those encountered by its U. S. counterparts (no pictures of liquor, no brand name mentions or slogans for a brewer). It has media problems: no Sunday newspapers, and a radio and TV system controlled by a governmental corporation.

It operates in a different advertising climate. Its researcher must travel more widely to get an adequate sample, for the 14,500,000 people in Canada are largely concentrated in a strip about 100 miles wide running 3,400 miles in length. This also poses major problems in distribution of products, in scheduling campaigns, and in price differentials due to shipping costs.

The present agency came from the merger of Advertising Service Co. Ltd. (owned and founded by the late Harry Cockfield) and National Publicity Ltd., founded in 1920 by G. Warren Brown. Brown and Cockfield had been boyhood friends; in later life their paths crisscrossed, and Brown once hired Cockfield as a salesman for a printing firm of which Brown was sales manager. But Cockfield preceded him in the agency business, and Cockfield had absorbed the Canadian business of H. K. McCann Co. in Toronto and of S. S. Bowman Ltd. in Montreal before the merger.

■ Looking backward at the deal, Brown recalls that his agency had more billing, but that Cockfield operated more profitably. In fact, it was Cockfield's dour Scots ability to conserve money that enabled the agency to ride through the depression without firings (and only a 10% salary cut) and to pay off $500,000 in preferred stock during the same period.

The merger had another interesting sidelight. Both agencies had "management shares," a sort of super-stock determining company policy, which Canadian law then permitted but has since abolished. Of the five CB management shares, two were held by Cockfield, two by Brown, and the fifth and deciding share was placed with a trusted friend, the late Gordon Scott, who was lost when his ship was torpedoed during a wartime government mission.

Upon the death of Scott and Cockfield, the management shares came to Mr. Brown. He has since turned them over to the board of directors, with whom control of the agency now rests. There are currently 93 shareholders within the company, or about one-fourth of the employes.

■ The 48,000 shares of common stock were valued at $12.50 each at the end of 1951. Shares become available from time to time, and are sold at the current valuation.

So in Cockfield, Brown, as in most of its American contemporaries, the trend is toward employe ownership. And it has been well worth while for the investors, since the shares were valued at $5.00 just ten years ago.

This has been accomplished despite the fact that agency commissions have been changed in recent years, to the general dissatisfaction of agencies, and despite the fact that CB earns less than 10% on gross billing.

■ The management of Cockfield, Brown stems downward from Brown to T. L. Anderson, v.p. and managing director in Toronto, and to G. C. Hammond, v.p. in Montreal. Both got started in advertising with the agency. Anderson joined Harry Cockfield when he came back from service with the RAF in the first war. Hammond came directly from McGill University, where he was aiming at becoming a chartered accountant, and playing a notable game of football. He was hired by Cockfield as company treasurer, in 1933, when nobody was moving from college to good jobs, and he naturally supposed it was because of his football. Somewhat to his dismay, Cockfield had but one condition to impose—that he give up football.

The top management takes pride in the fact that the agency has never operated at a loss. Myriad accounts kept this record intact during the depression—since the risk was widespread. In those days, CB could and did handle accounts billing less than $10,000.

Now its minimum account is $20,000, unless a compensating fee arrangement is made. Canadian agencies vary in their practices with regard to the 2% cash discount (unlike U. S. agencies which nominally pass it along to the client), but CB's arrangement is clear-cut: accounts billing $50,000 or more through the agency are entitled to the cash discount; otherwise, the agency keeps it.

It is primarily a young agency. Of the 300-odd CB employes, only 20 are more than 50 years old, so that its group insurance premium costs only $3,000.

■ Although Canada has two official languages, comparatively few of CB's executives are bilingual. One reason is that the agency maintains a fully-staffed French department, whose job it is to work on creative material and merchandising, and to interpret the French-Canadian market to the agency. It has men who keep in close touch with the local clergy and political figures in Quebec Province and supervise the research and distribution of products in French-speaking Canada.

But Cockfield, Brown has probably spent more time than any other major agency in an effort to understand the French Canadian market. It does not try to pass along all it has discovered; its executives merely say "the French Canadian market is different, and it requires wholly different approaches." And translation, even expert translation, isn't enough.

The agency still remembers the misadventure of another agency which advertised an American-made corset in Canada, and sought to make the point that professional models wore them. *La Professionelle* may be accurate translation, but that phrase is reserved in French Canada for a much older profession than modeling.

■ Perhaps the point where the language differences come most sharply into play is in radio.

Cockfield, Brown is the biggest agency in Canadian radio. In a typical week its offices originate or supervise 41 five-minute programs, 439 15-minute programs, 60 ten-minute programs, 10 half-hour programs, and three one-hour shows. It never counts the total number of "spots" (or flashes, as the Canadians call them) but in this typical week 29 separate spot campaigns were under way.

In radio, too, the Montreal and Toronto offices are virtually equal in billing. Montreal has the French-language shows, and only in Quebec Province is beer advertising on radio permissible. There it is limited to two mentions in 15 minutes, and only the brewing company's name may be given.

■ Here the agency has worked out a quaint dodge. Since it is verboten to use the Molson slogan ("Make Mine Molson's") on the air, the Molson programs are conveniently known as "Make Mine Music," "Make Mine Memories," and "Make Mine Mysteries."

Parenthetically, the agency doesn't waste any time grinding its teeth over the restrictions placed upon it. After all, its men point out, no competitor can have access to a better deal.

■ Among the shows which the agency handles is "Jeunesse Doree," longtime leader in the suds opera field, sponsored by Campbell's soup. U. S. radio men would find the ratings eye-popping: Jeunesse has 59.5% of the available listeners during the hours it is aired.

Among the notable shows produced by CB are "CIL Singing Stars of Tomorrow," an audition-type show for Canadian Industries Ltd., and "Theatre Ford," an hour-long drama, and its French counterpart "Theater Ford," the only two full hour commercial dramatic shows produced in Canada. Further, CB *wholly produces* its own shows, a unique situation in Canada.

■ So far the agency has done little with television; in fact, only in May did the Canadian Broadcasting Corp. disclose to advertisers and agencies what time periods would be available, and what the commercial ground rules would be—and how much it would cost. It is true, however, that CB had sent a number of people to New York, Chicago and Detroit to study TV techniques as they were being practiced, and that the agency has commercials ready to go whenever CBC opens the Montreal and Toronto stations.

The 35-man radio division managed by C. W. McQuillin, a CB director, is largely drawn from stations, and the French and English sections are separated. R. W. Harwood, who heads CB's Montreal radio department, is bilingual, and was an independent producer of a Navy stage show before being hired by the agency. As in the French department, the radio department relies on staff work, dodging freelance production and writing.

The agency's creative division of 36 people headed by Harry Caverhill, who is also a director of the company, is completely responsible for all art and copy. Head, C. Nelson, in charge of creative at Montreal, explains the aim is to have all-round people, not specialists. To this end, usually only "pros" are hired, i.e., men with agency experience. He has found it a good plan to revolve the people slowly, so that they pretty well work around the accounts in the shop in a five-year period.

■ Like most Canadian admen AA talked to, Nelson was intensely interested in advertising copy originating in the U. S. But he was quick to point out certain flaws in American copy for Canadian use. He believes that Canadians are essentially more serious than Americans, that they are more conservative, more careful with money. This is all doubly true for the French market, which is conservative to the point of hostility, but fanatically loyal to brands once they have accepted.

The research-happy copywriter is not yet a Canadian phenomenon. CB has been buying Starch for a couple of years, and is only now beginning to draw conclusions about what the ads show.

■ By geographical coincidence, Montreal's account load is largely composed of institutional-industrial-technical advertising, where Toronto has the bulk of the consumer goods accounts.

One facet of CB's creative work has developed into a powerful tool. That is the "copy brief," a simple and concise statement from the copy department to go along with a campaign, explaining why the campaign uses the approach it does, outlining alternate approaches and why they were sidetracked. The creative department has found this device simplifies the account executive's life; it also has found that subsequent briefs, covering changes in technique as the campaign gets older, help to explain to the advertiser why his agency functions as it does.

■ If the copy department is fairly free from research, it does not mean that the agency isn't research-conscious. In the early days, before the merger, Brown's National Publicity Ltd. began to do research and promptly drew anguished cries from its competitors. Some other agencies were so incensed that they petitioned Canadian Daily Newspapers Assn. to lift Brown's franchise, on the ground that the agency was indulging in work never intended for an advertising agency.

In the '20s, after the merger, CB retained W. W. Goforth, an eminent economist from McGill, who first was hired as a consultant, later as fulltime research chief. The present head of the department is Fred Gross, who came to CB in 1930 after McGill and a stretch in Harvard's Graduate School of Business Administration. He was sent to "the advertising

BRASS—Here's the top management of the agency: T. L. Anderson, v.p. and managing director, who heads the Toronto office; G. Warren Brown, president; and G. C. Hammond, v.p. and Montreal office manager.

MONTREAL HEADS—Working on a client problem are C. Nelson, in charge of creative work for the eastern office; J. E. Birks, CB director and account executive; H. R. Conway, media manager; and F. W. Gross, director and head of CB's research division.

COPY PROBLEM—A creative assignment in Toronto is discussed by Arthur F. Jones, assistant manager of the department; Harry J. Caverhill, director and head of the creative division; and artist O. K. Schenk.

side" in 1934 (this distinction comes because research operates separately and bills separately within the agency, collecting its fees direct from clients) but returned to research in 1942 as director.

The research department has six men in Montreal, three in Toronto. It does store checks, some copy testing, and buys International Surveys Panel from time to time. Originally, the agency maintained its own field force, some 90 people. This was discontinued during the war, and present thinking is that renting a force when necessary is more economical.

■ Also, Gross feels, it keeps one from doing pointless research. "Research is only justified," he told AA, "if you can reasonably expect some results from it on which to base action."

His field work is as costly as U. S. field work, maybe more expensive, because of the distance involved, the difficulties of doing some of it in the winter, and bad roads in some areas. And, from a statistical standpoint, he must work with about as big a sample as if he were in the U. S.

Finally, Canada hasn't had the benefit of academic work funneled into research. "I don't think universities and academic people have developed techniques as they have in the U. S.," he told AA.

Nonetheless, in Canada as in the U. S., agency research departments are carrying a heavier load. In 1952, CB's research volume is up 30% over the previous year.

■ One area in which the research department does not operate is media. That is the fief of H. R. Conway, a courtly, soft-voiced man generally regarded as the dean of Canadian space buyers. Conway has been in the agency business nearly 40 years, with McKim and Cockfield, Brown. He began in media by touring the country and seeing for himself which newspapers had influence in what cities, and how far that influence extended.

He still expects the men in his department to travel and to study publishers, publications and markets. A media man, he thinks, should know "not just circulation, but influence." He believes no other Canadian agency requires this traveling by its buyers, that no other agency devotes as much time to media analysis (including a measurement of advertising expenditures of other advertisers and agencies, vaguely comparable to the work of Media Records and PIB in the States)—and this is a costly part of the operation.

■ Although Conway is located in Montreal, the Toronto office has a fully-staffed media department of 20 people managed by I. F. Chetty, and skeleton staffs are maintained in Winnipeg and Vancouver. All the billing and checking is done in Montreal. Up to a few years ago, the media department also bought radio, but time is now purchased by the radio department.

Among the changes Conway has seen in Canadian advertising is the slow but steady rise of Canadian magazines (they rose from a share of 13% of expenditures in 1945 to 18% last year) and the rise of the weekend newspapers. To handle the press and outdoor volume of the agency, he has 37 people in his department.

■ In Toronto, T. L. Anderson presides over a similar show, minus French and accounting departments. He came to Cockfield's Advertising Service Co. in 1920, after the agency was intrigued by an advertisement he had written. At that time, the agency had a three-man staff in Toronto. He became manager of the Toronto office in 1928, and was named managing director and v.p. in 1942.

"We don't look at any account as a Montreal or a Toronto account," Anderson commented. "It's a Cockfield, Brown account. We have a 'cooperating account executive' in each office, so that someone in each office is familiar with the account—and he gets copies of the contact reports, so that he's up to date."

Cockfield, Brown is, so far as Anderson knows, the only agency with a complete chart of outdoor advertising locations across Canada and photographs of them. This means that when a list of locations comes from the posting company, it is checked against agency charts, and undesirable sites are rejected before the campaign gets under way.

■ The Toronto office has long since accustomed itself to the problem of readjusting nervous clients, who feel their welfare is jeopardized by the presence of a competitor in the same agency.

CB has two answers. One is that CB clients have a way of growing: in 14 years, a group of 16 accounts rose from an aggregate billing of $690,000 to $2,235,000. The second is simply a matter of integrity. Account executives on competing accounts lean over backward to avoid finding out what the other is doing, and all service departments are accustomed to protecting themselves against leaks, voluntary or involuntary.

In the main, Anderson has been successful in convincing prospec-

Indoor Advertising of America
A DIVISION OF W. L. STANDGARD AND ASSOCIATES, INC
346 N. JUSTINE ST., CHICAGO 7, ILL.
DISPLAYS OF ALL TYPES AND SIZES
DEMONSTRATIONS · EXHIBITS
Let us bid on your next display job
PHONE OR WRITE . . NO OBLIGATION

Salesmaker for the Nation's Smokers

For twelve years Prince Albert's Grand Ole Opry via NBC has played a dominant role in keeping the tidy red pocket tin out in front as the favorite tobacco for smokers of pipes and "makin's" cigarettes.

Prince Albert's Grand Ole Opry originates at WSM, employs WSM talent exclusively, is an integral part of that 26 year old, four hour long Grand Ole Opry which has, virtually single handedly shifted the musical center of gravity to Nashville... Music City, USA!

WSM Nashville 650
CLEAR CHANNEL — 50,000 WATTS
IRVING WAUGH, Commercial Manager
EDWARD PETRY, National Representative

tive clients that "there are no real secrets in business anyhow." That once a product is on its way to market, any competitor who likes (no matter what agency he retains) can quickly discover what the product is, what its distribution channels are, and how it's selling.

■ When a nervous advertiser once wanted to know whether he or his competitor would have first call on a topnotch CB idea, Anderson disarmed him by chuckling, "If we had only one idea in this business, we'd have been out of it long ago."

So, in 16 classifications CB handles rival companies. The advertiser's alternatives, of course, are to retain an agency less fully-equipped, or to retain a Canadian branch of an American agency, which can draw on its stateside offices for support.

■ In the meantime, Cockfield, Brown—the leading Canadian agency for the past five years (billings up from $7,000,000 in '46 to $15,700,000 in '51)—is as concerned as any of its rivals over the plight of the agency business in the Dominion.

Right now, 33 agencies place 85% of all national advertising in Canada. In 1949, the Canadian Assn. of Advertising Agencies turned out a booklet called "The Curious Case of the Profitable Penny," an examination of the existing commission structure, and a surprisingly frank talk about what was happening to the agency business.

This analysis showed that while a group of 14 agencies found their billings had increased from $10.6 million in 1931 to $39.9 in 1948 (up 276%), their gross revenues had declined from 18.2% of total billing in 1931 to 14.9% in 1948 (down 18.2%). Net profit had declined from 1.3% of total billing in 1931 to 1.08% in 1948 (down 19.4%). While wages and salaries maintained a fairly steady percentage ratio to total revenue (from 56% to 64%) and total billings (11.5% to 9.5%), management remuneration dropped sizably, falling from 2.7% of total billing to 1.47% in 1948.

■ What scared the agencies most was the emergence of frighteningly high break-even points. Four agencies in the $3,500,000 to $8,000,000 bracket, for instance, showed an average billing volume break-even point of $6,631,000—or about 86.1% of billing volume. Eleven agencies in the next lower bracket, $1,250,000 to $2,500,000, showed the same thing—only their break-even point was 92.4% of volume.

The primary reason for this squeeze is the change in commission arrangements by media. Some daily newspapers, in the not so distant past, used to pay more than the present 15% commission and 2% cash discount; many weekly newspapers have cut back from the former 25% commission to either 20% or the 15% and 2% basis. Similarly, art and production suppliers have dropped their percentages from 20-25% to the standard 15%.

What Canadian agencies would like—and Cockfield, Brown is in the van of those pressing for it—is 17% from all media except weekly newspapers, where the low cost of insertions makes necessary a 25% commission.

Cockfield, Brown has reason: although it showed a million-dollar rise in billing in 1951, its net was actually $40,000 less than in the preceding year.

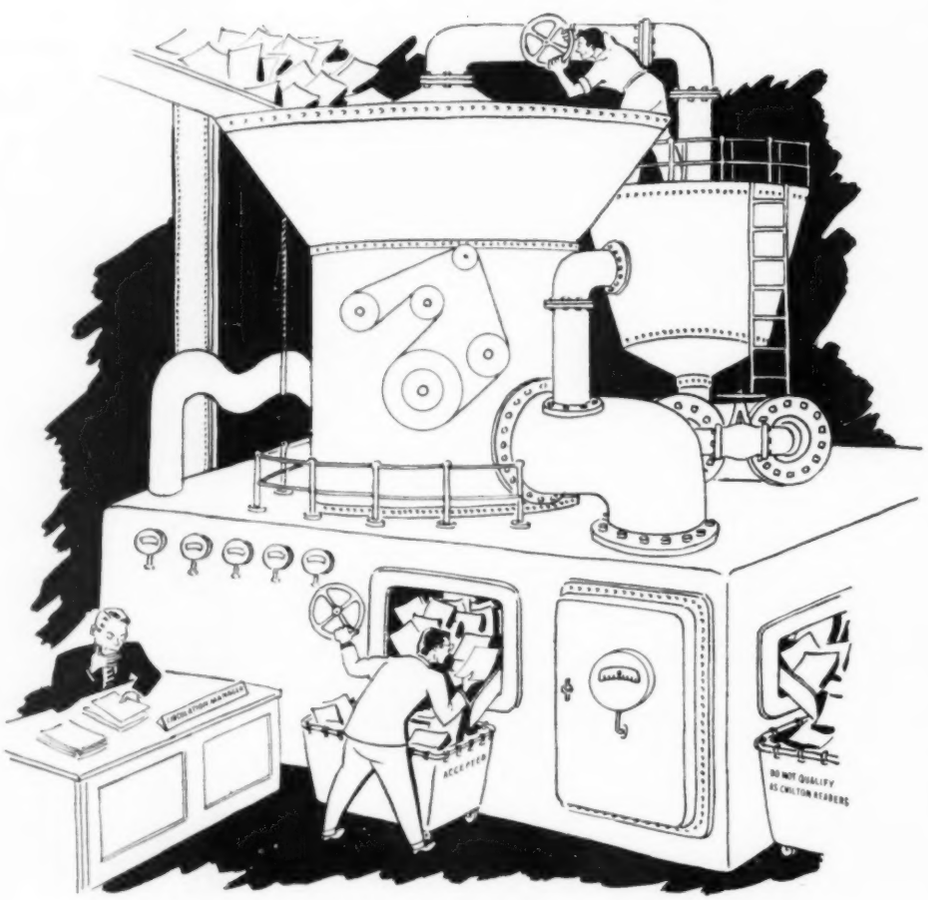
■ These cares sit fairly lightly on the agency's top man, affable G. Warren Brown, who can say with some relish that he has "sold more agency business than any man in Canada." Although he insists that the other men in the agency run the show, he still is active in new business, and manages to combine a lively interest in such diverse activities as ornithology, collecting first editions and fishing.

He notes that Montreal is the fastest-growing of the agency's offices (quite naturally, perhaps, since Brown and Cockfield were Montreal boys, and at one time were said to know every business executive in the city well enough to call on him), but he figures Toronto has more potential, and should eventually lead the Montreal office "by a couple of million in billing."

Brown has done a considerable amount of business with U.S. agency men, some of it because of the necessary switching of billing from one agency to another to assist an account marketing in both countries. In this regard, Cockfield, Brown is often reputed to have a "tie-up" with McCann-Erickson. Brown says only that they've worked with McCann and with other agencies.

■ In general, looking at the Cana-

Why Chilton selects



PRESS
CLIPPINGS
from all Newspapers
and Magazines

Burrelle's

BURRELLE'S PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.

If it's printed,
Burrelle's will clip it

dian advertising scene, Brown is inclined to think the principal difference is that Canada has not yet recognized advertising in the way the U.S. has. For instance, top corporation executives don't have the grounding or the interest in their corporate advertising that their American counterparts have. They are still strongly inclined to the production and financial side.

But Canada is changing fast. Riding a major industrial boom, and with all the room in the world to grow in, the Dominion tends to combine the optimism of Texas with a British—or French—accent. And Cockfield, Brown can say with satisfaction that it's growing with the country.

Karp Names Wittner

Karp Metal Products Co., Brooklyn manufacturer of sheet metal for the electronic, radio, electrical and building industries, has named Fred Wittner Advertising, New York.

Cincinnati Admen Elect

L. Charles Underwood, manager of advertising and sales promotion of Philip Carey Mfg. Co., Lockland, O., has been elected president of the Cincinnati Industrial Advertisers Club. He is also a director of the National Industrial Advertisers Assn. Other officers elected are George L. Service, account executive of Venable Brown Co., 1st v.p.; Tad Tieman, ad manager of American Laundry Machinery Co., 2nd v.p.; and Glen Ulfers, *MacRae's Blue Book*, secretary-treasurer.

Tide Water Plugs New Detergent Oil

NEW YORK, July 1—Tide Water Associated Oil Co. has produced a new detergent motor oil. The company is using space in *Collier's*, *Life*, *Look* and *The Saturday Evening Post*, plus its regular TV show Thursday nights on the DuMont Network and spot news programs on radio to push the item. Lennen & Mitchell is the agency.

The new product, branded "Veedol high detergency motor oil," is said to include special additives which make it outstanding as a lubricant for high compression engines, particularly those which use hydraulically operated valve mechanisms.

In addition to the company's regular advertising schedule, special point of sale material has been prepared and distributed to dealers.

NOAB Promotes Eggers

Virgel D. Eggers, metropolitan Chicago field service representative and midwest field service supervisor since 1950, has been promoted to national field service supervisor for National Outdoor Advertising Bureau, New York. He will be assisted by Lee Crowder on the West Coast. He is succeeded in Chicago by C. B. Hufford.

Names Cunningham & Walsh

Connecticut General Life Insurance Co., Hartford, has appointed Cunningham & Walsh, New York, to handle its advertising.

readers so carefully...

It means keeping faith with our advertisers! You see, at Chilton we think of readers not as circulation figures but as actual persons with definite interests and needs. And the persons in whom Chilton is specifically interested are those individuals who make the buying decisions in the fields Chilton serves.

Quality control of circulation—selection of only the best and most valuable readers under rigid regulations—is a part of the Chilton creed of good publishing. For these carefully selected individuals are the ones in whom Chilton advertisers have the greatest interest . . . the readers who are the most valuable prospects for the products and services needed in the fields Chilton serves.

CHILTON COMPANY (INCORPORATED)

NBP

Chestnut and 56th Streets
Philadelphia 39, Pa.

100 E. 42nd Street
New York 17, N. Y.

THE IRON AGE • HARDWARE AGE • MOTOR AGE • COMMERCIAL CAR JOURNAL
HARDWARE WORLD • DEPARTMENT STORE ECONOMIST • BOOT & SHOE RECORDER
THE OPTICAL JOURNAL AND REVIEW OF OPTOMETRY • THE JEWELERS' CIRCULAR-KEYSTONE
AUTOMOTIVE INDUSTRIES • THE SPECTATOR • DISTRIBUTION AGE

Space Buyer

"I bought GAS

. . . because we get more effective circulation at less cost. That's why we concentrate our advertising dollars in GAS for the most complete coverage of the gas industry and at the lowest rates per thousand circulation."

. . . and because GAS has

- Largest circulation, with 92% to individuals in Gas Companies.
- Its circulation reaches the men who have authority to buy—the same men your salesmen contact.
- Circulation Verification is Two-Fold. 96.5% Verified by C.C.A. for list accuracy. 93.9% Verified for Readership by independent audit.
- Authoritative editorial coverage backed by 26 years experience features the know-how and why of methods and techniques, which means high readership.
- More editorial and advertising pages per issue than any other Gas Industry Publication.
- A circulation increase of 79% in 10 years has kept pace with the growth of the industry.
- More complete coverage of the billion dollar gas utility and pipeline industry.

GAS

Write for Latest Market Data . . .

NBP

A JENKINS PUBLICATION

198 So. Alvarado Street
Los Angeles 4, California

Coming Conventions

*Indicates first listing in this column.

Sept. 7-9. New York State Publishers Assn., annual meeting, Whiteface Inn, Lake Placid.

Sept. 11-13. Newspaper Advertising Managers Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal, Que.

*Sept. 12-13. Advertising Federation of America, District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 28-Oct. 1. Assn. of National Advertisers, fall meeting, Hotel Plaza, New York.

Oct. 2-4. Advertising Typographers Assn. of America, 28th annual meeting, Grover Park Inn, Asheville, N. C.

Oct. 3-4. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 4-7. Mail Advertising Service Assn., International, annual convention, Shoreham Hotel, Washington, D. C.

Oct. 5-9. Advertising Specialty National Assn., annual convention and specialty fair, Palmer House, Chicago.

Oct. 8-10. Direct Mail Advertising Assn., 39th annual conference, Shoreham Hotel, San Bernardino, Cal.

Oct. 13-14. Inland Daily Press Assn., annual meeting, Congress Hotel, Chicago.

Oct. 13-16. Printing Industry of America, 66th annual convention, Chase Hotel, St. Louis.

Oct. 19-22. Western Classified Advertising Assn., Mission Inn, Riverside, Cal.

Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.

Oct. 20-23. Financial Public Relations Assn., annual convention, Hotel del Coronado, Coronado, Cal.

Nov. 20-22. Southern Newspaper Publishers Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va.

Dec. 7-11. Outdoor Advertising Assn. of America, 55th annual convention, Conrad Hilton Hotel, Chicago.

Dec. 27-29. American Marketing Assn., conference, Palmer House, Chicago.

McKinley Joins Conover-Mast

Kenneth McKinley, formerly sales manager of *Petroleum Processing*, has joined Conover-Mast Publications Inc. as Cleveland district manager of *Purchasing*.

Carter to Fact Finders

Horace Carter, formerly marketing and merchandising representative for the *New York Amsterdam News*, has joined Fact Finders, New York, for special assignment.

Dayton Sales Execs Elect

John J. Andrews, manager of the Dayton branch office of New York Life Insurance Co., has been elected president of the Dayton Sales Executives Club. Other officers elected are Ralph Negri, assistant training director of National Cash Register Co., 1st v.p.; Harold W. Shaw, assistant sales director of Monarch Marking System Co., 2nd v.p.; Byron Wagner, commercial retail sales manager of the Frigidaire division of General Motors Corp., 3rd v.p.; John West, sales manager of National Tag Co., secretary, and Harry M. Boesenberg, sales manager of Moler's Belmont Dairy Co., treasurer.

Canadian Magazine Ads Up 12.8% in May, 1952

Dollar investment in the 13 principal magazines in Canada was up 12.8% in May, 1952, as compared with the same month last year, according to the Magazine Advertising Bureau of Canada.

During the first five months of 1952 the increase was 6.3% over the same period last year and was 25.4% greater than in the corresponding period of 1950.

Eight of 'Industrial Marketing's' Awards Go to Four Business Papers

CHICAGO, July 2—For the first time in the history of *Industrial Marketing's* business paper competition, four trade publications have each won two top awards.

The four magazines—*Hotel Management, Interiors, Machine Design* and *Magazine of Building*—copped eight of the 15 plaques awarded today at the annual conference of the National Industrial Advertisers Assn.

The awards for outstanding editorial achievement were presented by Bennett S. Chapple Jr., assistant executive v.p., U. S. Steel Co.

The 14th annual competition attracted more than 500 entries from U. S. and Canadian papers. In addition to the 15 plaques, 31 certificates of honorable mention were given out.

■ The 23 judges sitting on the four panels said winners were picked on the basis of "imagination as well as competence." Among the judges were ad managers, agency executives and business paper readers such as plant superintendents and retail executives. The plaque and certificate winners in the three divisions are:

INDUSTRIAL PAPERS

Best Series of Articles

Plaque to Iron Age, Tom C. Campbell, editor. "Boron Steel: A New Era in Alloy Metallurgy."

Certificates: Architectural Record, James B. Mason, editor; Coal Age, Ivan A. Given, editor; Materials & Methods, T. C. DuMond, editor; Petroleum Processing, Virgil B. Guthrie, editor.

Best Single Article

Plaque to Machine Design, Colin Carmichael, editor. "Evaluating Engineers."

Certificates: Materials & Methods; Mill & Factory, Carl C. Harrington, editor.

Best Single Issue

Plaque to Machine Design, April, 1951 issue: "Machine Drives & Controls."

Certificates: Architectural Record; Electric Light & Power, P. B. Garrett, editor.

Best Graphic Presentation

Plaque to Magazine of Building, Architectural Forum Edition, P. I. Prentice, editor. "General Motors Technical Center."

Certificates: Architectural Record; Factory Management & Maintenance, Harry Lee Waddell, editor; Steel, Irwin H. Such, editor.

Best Original Research

Plaque to Magazine of Building, Architectural Forum Edition. "The Temperate House."

Certificates: Oil & Gas Journal, C. O. Willson, editor; Steel.

MERCHANDISING, TRADE AND EXPORT PAPERS

Best Series of Articles

Plaque to National Petroleum News, Warren C. Platt, editor. "Multi-Pump Service Stations in 1951: An Idea Takes Hold."

Certificates: Beverage Media, Philip Slone, editor; Luggage & Leather Goods, Arthur I. Melin, editor.

Best Single Article

Plaque to Hosiery & Underwear Review, Bertram Lebhar, editor. "Counter Points for Bigger Hosiery Sales Checks."

Certificates: Electrical Wholesaling, A. W. Hooper, editor; Jewelry Magazine, Lew Schwartz, editor.

Best Single Issue

Plaque to Liquor Store & Dispenser, Frank Haring, editor. May, 1951, issue: "Knowing and Selling Alcoholic Beverages."

Certificates: Electrical Merchandising, Laurence Wray, editor; Motor, Edward Ford, editor.

Best Graphic Presentation

Plaque to Management Methods, Jerome W. Harris, editor. For over-all format, appearance.

Certificates: Jewelry Magazine; One-to-Six Boys' Outfitter, Albert G. Ryden, editor.

Best Original Research

Plaque to Jewelers' Circular-Keystone, Lansford King, editor. "Mrs. America's Silverware, 1950."

Certificates: Chain Store Age, Godfrey M. Lebhar, editor; Department Store Economist, Frank X. Kiefer, editor.

CLASS, INSTITUTIONAL AND PROFESSIONAL PAPERS

Best Series of Articles

Plaque to Hotel Management, Walter O. Voegele, editor. "The Hilton Development Program."

Certificate: Bus & Truck Transport, Arthur F. Halley, editor.

Best Single Article

Plaque to Interiors, Francis de N. Schroeder, editor. "Triennale of Milan."

Certificates: Aviation Age, Richard E. Stockwell, editor; Excavating Engineer, Walter C. Van Dyke, editor.

Best Single Issue

Plaque to Hotel Management, July, 1951, issue: "Miami Beach."

Certificates: Aviation Age; Hotel Monthly, Knight Willy, editor; School Executive, Walter D. Cocking, editor.

Best Graphic Presentation

Plaque to Interiors. "Finn Juhl Furniture."

Certificates: GP (General Practice), Mac F. Cahal, managing publisher; Tappi, R. G. Macdonald, editor.

Best Original Research

Plaque to Institutions, C. L. Staples, editor. "Research Paces Progress for Mass Feeding Field."

Appoints Winius-Brandon

American-Associated Insurance Companies, St. Louis, has named Winius-Brandon, St. Louis, to handle its advertising. A campaign to educate the public on the insurance company's most serious problem—increased claims cost caused by high frequency of accidents among young drivers and excessive jury awards—is planned.

The talent of Success . . . is nothing more than doing what you can do well, and doing well whatever you do, without a thought of fame . . .

—*Longfellow*

First prize for best single issue in Industrial Marketing's Annual Editorial Achievement Competition during 1951, went to HOTEL MANAGEMENT for the July Annual Hotel Study featuring Miami Beach hotels.

First prize for best series of articles in 1951 also went to HOTEL MANAGEMENT for their presentation of the Hilton Development Program.

Walter O. Voegele

—the man behind HOTEL MANAGEMENT'S six awards in six years really knows the hotel business. Walter spent a total of 12 years on both sides of the Atlantic working in key positions in some of the world's leading hotels. Graduated from the world famous Ecoles Professionnelles de la Societe Suisse des Hoteliers at Lausanne, Switzerland, he first came to the publisher's attention by winning three contests sponsored by HOTEL MANAGEMENT in 1936. Voegele not only speaks the hotel men's language, but fluently speaks and writes three foreign languages. As the author of many books dealing with hotel problems, Walter O. Voegele is recognized as the Voice of Authority throughout the industry. His award winning issues have, for the past six years, been used as text books in hotel universities.

Ahrens Publishing Co., Inc.

71 Vanderbilt Avenue, New York 17, N. Y. • 201 N. Wells Street, Chicago, Ill.

Publishers of:

Hotel Management
Restaurant Management
Restaurant Equipment Dealer
Institutional Food Wholesaler
Hotel World Review
Travel America Guide

PREMIUMS FOR SAVERS—When Home Federal Savings & Loan Assn. opened its new building in Chicago last week, it announced the opening with this four-color page offering premiums to new customers. The month-long drive will employ newspapers, TV and direct mail, with a budget of more than $150,000.

Chicago Savings Institution Runs Unique Ad Drive

CHICAGO, July 1—One of the most unusual advertising campaigns ever run by a financial institution started here on Sunday, June 29, with a full-page, four-color ad in the *Chicago Tribune*.

Home Federal Savings & Loan Assn. used the ad to kick off a month-long promotion which will employ newspapers, television spots and programs, direct mail and premiums for new depositors. Total ad budget for the month exceeds $150,000.

The drive will herald the opening of the 68-year-old association's new State St. building (headquarters formerly were located at Ashland Ave. and 18th St., on Chicago's West Side).

■ Principal objective of the "get-acquainted month" promotion is to attract new customers to the institution. And the ads are tailored to meet this objective, through use of many unusual—in financial promotion, at least—merchandising twists.

For example, customers who open a savings account of $25 to $100 will receive a new pen; those who start with $100 to $1,000 will receive a Telechron wall clock; new savers who start with $1,000 to $5,000 will be given a 26-piece silver plated service for four, and $5,000 to $10,000 savers will get a new General Electric clock radio which retails at about $35. All 48,000 of the institution's old customers, as well as new savers, are entitled to the premiums, provided they increase their present accounts by the amounts indicated.

■ The newspaper ad copy will feature the four types of premiums prominently. Ads are scheduled in all Chicago dailies and will range up to full pages in color. Three full-color pages and one two-color page are included on the schedule, which calls for an average of an ad a day during July.

In addition to the premiums for new customers, the association plans to build traffic by giving all visitors plastic coin banks shaped in a replica of the building.

Newspaper copy, television spot announcements, a 15-minute weekly TV news show and 150,000 direct mail pieces will punch home the association's theme, "planned for helpful service."

One of the new gimmicks is a sidewalk teller. Customers may transact business from the sidewalk between 7:30 a.m. and 8:30 a.m., when the building opens. The sidewalk teller also will be open from 5 p.m., when the building closes, to 7 p.m.

Another is a "courtesy corner" for customers, equipped with phone booths, adding machines and comfortable chairs.

A third service feature which will be accented in the advertising is the fact that safety box facilities will be open all day Saturday and until 8:30 p.m. on Monday evening, when many stores remain open.

Pursell Public Relations handles the Home Federal public relations program while Advertising Division Inc. directs the advertising. The latter organization specializes in savings and loan association advertising, merchandising and sales promotion.

Promotes Joan Ellis to A. E.

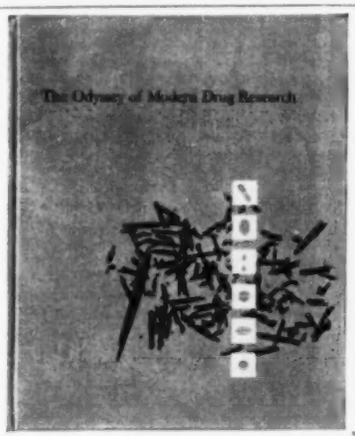
Eilis Advertising, Buffalo, has promoted Joan Ellis to account executive. Miss Ellis has been with the agency for the past four years.

How's your sales picture?

WILDROOT is looked at, and heard about, *1,679,000* times a week* in New York area homes.

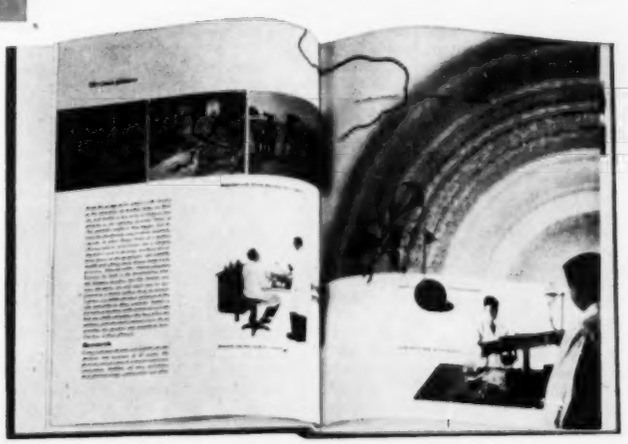
*New York ARB, May '52

WCBS-TV most of the time most New York eyes are on Channel 2



an important story by

THE UPJOHN COMPANY



well presented in a new book designed by Will Burtin

printed on fine paper coated with 512 K a DOW LATEX

The recent opening of The Upjohn Company's modern, new pharmaceutical manufacturing plant prompted this 66-year-old company to publish a book recounting the growth of the pharmaceutical industry.

Written by Robert Burlingham and designed by Will Burtin, "The Odyssey of Modern Drug Research" is a book of surpassing beauty, for the interior pages, sparked with lively four-color illustrations, were printed on stock coated with 512K, A DOW LATEX. Paper stock coated with 512K gives exceptionally accurate reproductions because the high degree of ink receptivity permits each half-tone dot to print cleanly and sharply. Higher gloss and a smooth, eye-appealing finish also contribute to that luxury look.

For a plus in *your own* literature, specify paper coated with 512K.

THE DOW CHEMICAL COMPANY
Plastics Department—Coatings Section—PL 172-1
MIDLAND, MICHIGAN

DOW plastics

New York • Boston • Philadelphia • Atlanta • Cleveland • Detroit • Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle • Dow Chemical of Canada, Limited, Toronto, Canada

Industrial Admen See Tough Market Ahead

(Continued from Page 1)

manager is to add his know-how—tactfully, of course—to his company's all-around planning for the forthcoming competitive period. Now is the time, he said, when salesmen should be making strictly good will calls, when hard facts on a product's efficiency should be amassed, when new products should be tested and readied for a tough-sell period, and when sound labor-management relations should be established.

"The advertising department," said Mr. Stevenson, "has a major selling job in every department of its company to emphasize the problems which will be encountered and the measures which must be taken now to be in a position to compete" within the next few years.

■ When they were not giving serious thought to the economic future, NIAA members concentrated their attention on the batch of new ideas and success stories which were presented to the 30th annual convention.

A plan whereby salesmen are used to sell other salesmen on the value of their company's advertising was described by H. D. Bissell, director of merchandising for Minneapolis-Honeywell Regulator Co. Mr. Bissell told the group how M-H had overcome the problem of getting field salesmen to use national advertising as a selling tool.

He also stressed the importance of hard-sell tactics from advertising down through the ranks of field salesmen.

■ Of primary importance in getting salesmen to use their company's advertising as a selling tool, he said, is the need for explaining to them the basic thinking behind the campaign rather than confusing them with details of media selection, circulation, etc.

To demonstrate to the salesman that advertising actually helps him sell, Honeywell got out four one-minute color sound films featuring salesmen from four different M-H divisions. Each man gives a convincing story of how national advertising helped him make a sale. In this way, Mr. Bissell pointed out, salesmen sell each other and the idea gets across.

He also told how Honeywell used films featuring such individuals as Secretary of Commerce Charles Sawyer, Elmo Roper and Elliott Bell of *Business Week* to point out current economic trends which affect the selling atmosphere (AA, Feb. 25).

■ George Stineback, manager of the Polyken tape division of Bauer & Black, Chicago, presented the group with Polyken's story on developing a new distribution and sales promotion policy.

Shortly before World War II, he said, Bauer & Black discovered that an industrial tape industry was fast developing. The company brought a low-selling tape it had had on the market for several years back out for reexamination. It looked like the product to promote with a good sales promotion and distribution program in order to keep up with competitors, Mr. Stineback said, and the company started making plans for reintroducing it.

Mr. Stineback outlined the establishment of Polyken's national wholesaler system of distribution and the methods used by the company to train wholesalers. He also sketched the integrated advertising plan set up by Polyken in 1944 and said: "We believe in advertising and have consistently spent more on industrial advertising in support of our distributor organization than any other member of our industry."

■ Five considerations for management to review before launching a new product were stressed by John S. Hawley, marketing manager of Shakeproof Inc., Elgin, Ill. The points he outlined are:

1. What contribution will the product make?
2. What will the competitive situation be?
3. Will its sales potential warrant a costly refinement in product and manufacturing technique?
4. Does it fit into the present production picture?
5. Does it mesh with the existing distribution structure?

He added that "the general framework for introducing a new product differs little from the promotion of an established product line," but cited the need for training sales representatives as an extra consideration.

■ "What good is advertising readership data?" was a challenging question to most NIAAers who heard J. Wesley Rosberg, director of research for the Buchen Co., on the subject.

Mr. Rosberg cited four flaws to Starch continuing readership studies: (1) small samples; (2) no measurement of the number of readers of the publication studied because of having to work from circulation lists; (3) the study produced only raw data which was not summarized, and (4) the Starch organization placed "stringent limitations on what you could not prove by the use of these reports."

The Buchen researcher found plenty of good in advertising readership studies, however, and described an extensive readership check Buchen did on several industrial publications between 1947 and 1951. He then discussed briefly his findings on just one aspect of readership—the headline, in terms of its wording, number of words, whether the manufacturer's name appeared there, type, number of lines and run-in treatment with the illustration.

■ D. M. Pattison, v.p. in charge of sales for Warner & Swasey Co., Cleveland, told the group the story of how his company started using advertising planned to reach top management.

Warner & Swasey appointed an agency for the first time in 1936—after 55 years in business. The agency, Griswold-Eshleman Co., has served W&S ever since. Mr. Pattison described the start of the campaign in the middle of 1936, a campaign which hasn't changed its selling message essentially since that time, stressing the Warner & Swasey name and the economics of modernization.

Mr. Pattison pointed out that selling machine tools such as his company makes (average cost: $20,000) requires selling against competition as well as selling the idea of investment.

■ The Cleveland sales executive told the NIAA that he attributes his good agency relations to a couple of set policies. For one thing, he said, the agency is always taken into the company's complete confidence regarding its business condition, plans and thinking. It is then up to the agency to produce the copy. On this score, Mr. Pattison said, "we turn it down or accept it, but we *never rewrite it*." He added that he hadn't turned down more than a dozen ads written by Griswold-Eshleman president Kenneth Akers, account executive for Warner & Swasey, since naming the agency.

How the company arrives at its advertising appropriation fell musically on agency ears in the NIAA audience. Warner & Swasey, Mr. Pattison asserted, tells its agency what it expects its advertising to accomplish. The agency's responsibility is to tell the company what it will take to accomplish its goals. And that, said Mr. Pattison, is the only way to arrive at an appropriation.

■ George Black, public relations director for Cooper Alloy Foundry Co., Hillside, N. J., directed a panel Tuesday afternoon emphasizing the need for planned industrial publicity.

The role and effectiveness of technical publicity was featured in a skit which covered the inception of a planned technical publicity program and its results. A second skit covered the development of an effective publicity campaign for a little-known company, badly in need of promoting its name and products.

Keynote speaker for the Wednesday luncheon at the convention was Chester H. Lang, v.p., General Electric Co. Mr. Lang called on admen to swing their talents and contacts toward helping to explain "the American economic system to workers and the public."

■ Mr. Lang said "advertising and public relations men, simply by the intelligent, normal exercise of their approved techniques, can easily end up working against the best interests of the American economy if they don't watch themselves." He urged them to work toward expanding the concept of business as it relates to every citizen rather than dividing the populace into small segments and labeling them arbitrarily.

The best way—and the way most easily forgotten—to put across an idea, he said, is to communicate "to small groups in terms of the other fellow's self interest, so that he will be convinced and will carry your message to his family, friends and neighbors."

Mr. Lang also emphasized his belief that "economic education is definitely a public relations problem of business," and one which needs immediate consideration.

■ Technical literature and direct mail advertising came in for some analysis Wednesday morning. NIAA President Gene Wedereit told the group briefly about a study his companies, Girdler Corp. and Tube Turns Inc., Louisville, are conducting on technical literature.

One of the preliminary facts turned up by the survey, he said, is that 50% of the people—technicians of all types—keep the technical literature they receive for five years or more. The study is also asking the technicians what specific literature they find the most valuable, by company names. Asked later if the results of this study would be made available to other industrial advertisers, Mr. Wedereit said its general distribution is unlikely.

He also stressed that technical literature should not include a sales message. If the literature is good and attractively presented, with the company name apparent, he said, it won't need a direct sales approach.

■ Art Tofte, Allis-Chalmers Mfg. Co. ad manager, made his position clear when he said, "I'm just nuts about direct mail." Not only is he fond of the medium, but Mr. Tofte also believes it has not been used sufficiently by industry and may prove a lifesaver during the hard sell period to come.

John A. Angus, Fisher Scientific Co., Pittsburgh, told the group that direct mail comprises the largest part of Fisher's advertising program. He urged direct mail users to keep lists accurate and up to date and described Fisher's setup with the Assn. for the Blind in Pittsburgh. The association, he said, took over the project of handling periodic Fisher mailings for a 23,000-name list. The mailings are handled within three days, Mr. Angus reported, and cost Fisher only $3.78 per thousand. He added that the blind have also taken on some sub-assembly work for Fisher and urged that other companies look to this labor source for help in mailing projects particularly.

LEG-O-GENIC—Monica Lewis of the films gets a few pointers from Howard Kaiser, sales manager for the hosiery division of Burlington Mills, after being engaged to spearhead a million dollar fall advertising and promotion campaign for Cameo hosiery. Miss Lewis will tour 20 cities this fall in behalf of Bur-Mill Cameo hose.

Popp Names McLoughlin

Jim McLoughlin, formerly manager of John Keating Studios, Seattle, has been named Seattle manager of Popp (Point of Purchase Posters), new supermarket ad poster company whose headquarters are in Portland, Ore. (AA, June 30). The company expects to expand to Los Angeles by Oct. 1.

Fox Appointed Sales Head

Al G. Fox, formerly with the New York sales office of California Packing Corp., has been named sales manager of the grocery products division of Pharma-Craft Corp., New York.

Judge Issues Decree in Times-Picayune Anti-Trust Case

NEW ORLEANS, July 1—Judge Herbert W. Christenberry today signed a decree enjoining the Times-Picayune Publishing Co. from selling advertising "in any newspaper published by it only upon the condition, express or implied, that the purchaser of such space will contract for or purchase advertising space in any other newspaper published by it."

The judgment will not go into effect until 30 days after it becomes final. This will depend on the outcome of the company's appeal to the U. S. Supreme Court.

■ The decree also restrains the company from "using the dominant position of the defendant, the Times-Picayune Publishing Co., to sell any newspaper advertising at rates lower than those approximating either (1) the cost of producing and selling such advertising, or (2) comparable newspaper advertising rates in New Orleans."

The decree was part of a 6,000-word text prepared by Judge Christenberry, which also contained his findings of fact and conclusions of law in the lengthy anti-trust suit.

■ As yet, publishers of other newspapers selling only at combination rates have not indicated any plans for changing their present rate structures. As AA reported last month (AA, June 9), most of them are apparently content to await the outcome of the Times-Picayune's appeal to the Supreme Court.

However, a spokesman for a newspaper representative organization told AA that a few jittery publishers would probably "jump the gun" and break up their forced combinations before the high court rules on the case.

Hewitt, Ogilvy Move Up

Anderson F. Hewitt, president of Hewitt, Ogilvy, Benson & Mather, New York, has been named chairman of the board and chief executive officer. David Ogilvy, senior v.p., has been elected president of the agency. Mr. Ogilvy will continue as creative head.

David Ogilvy

Anderson Hewitt

Ad Workshops Begin in Fall

The Chicago Federated Advertising Club and the Women's Advertising Club of Chicago will sponsor, starting Sept. 15, eight clinics on advertising. The fee for one clinic is $22.50 and $5 for each additional clinic attended. Each clinic meets once a week. The clinics cover almost every aspect of advertising, from copywriting and production to direct mail and radio and television. Information may be had by writing CFAC-WAC Advertising Workshop, 139 N. Clark St., Chicago 2.

Issues Jewish Phrase Book

Joseph Jacobs Advertising and Merchandising Inc., New York, has issued "The Joseph Jacobs Handbook of Familiar Jewish Words and Expressions." Joseph Jacobs, president of the agency, claims that the phrases in the book can be used by salesmen to cement good relationships with Jewish merchants and help make sales. Free copies may be had on request from the agency at 1 E. 42nd St., New York 17.

Two Sterling Drug Divisions Merge; Ad Setup Changed

NEW YORK, July 1—Bayer Co. and R. L. Watkins Co., both divisions of Sterling Drug Inc., have been merged. The combined business of the two divisions will be under the direction of Harvey M. Manss, v.p. of Sterling Drug in charge of the Bayer Co. division, maker of Bayer aspirin.

Marketing of the products controlled by each division will continue unchanged, AA was told. However, Mr. Manss' organization will take over sales and advertising of Dr. Lyon's tooth powder, Dr. Lyon's ammoniated tooth powder, Astring-o-sol, Double Danderine mulsified cocoanut oil shampoo, and Dr. Lyon's toothpaste.

Two of the Watkins products, Glostoria and Ayer's Pectoral, hereafter will be handled by the Sterling Products division of Sterling Drug Inc., at Monticello, Ill.

■ Advertising will be handled by Bayer, with Thompson-Koch Co. servicing publications, and Dancer-Fitzgerald-Sample taking care of radio and TV.

While no new advertising is scheduled or being planned at the moment, AA was told, it is considered likely that a new campaign on all of the products mentioned will be projected, possibly in the early fall.

D. Gerbert Williams, formerly divisional v.p. of R. L. Watkins Co., has been appointed assistant to the president of Sterling Drug, James Hill Jr. Mr. Williams has been with Watkins since 1933.

Philadelphia Adwomen Elect

Sally J. Gibbons, Lewis & Gilman, Philadelphia, has been elected president of the Advertising Alliance, Philadelphia women's advertising club. Other officers elected are Angie Bernardina, Gray & Rogers, v.p.; Evelyn Bryson, Gray & Rogers, treasurer; Jeanne Brunetto, Ecoff & James, secretary.

Sullivan Leaves Westinghouse

Arthur W. Sullivan has retired as general advertising manager for Westinghouse Electric Supply Co., New York. Mr. Sullivan has spent 44 years in advertising and sales promotion, and has been with Westinghouse since 1937 when he joined as sales promotion manager.

Introduces Wahkeena Shirts

Pendleton Woolen Mills, Portland, Ore., is introducing a new line of lightweight washable shirts, 50% virgin wool and 50% cotton, under the name Wahkeena to avoid confusion with its all-wool line. A special brochure to the trade contains samples of the raw wool and cotton used and swatches of the cloth in various patterns and shades. The brochure was prepared by the Portland office of Botsford, Constantine & Gardner, the company's agency. Advertising plans for the new line have not yet been announced.

Fluor Corp. Boosts McKay

Jack McKay, assistant district sales manager of the Houston district sales office, has been promoted to manager of the sales promotion department of Fluor Corp., Los Angeles.

Milwaukee Sales Heads Elect

Dave Sutton, v.p. in charge of sales for Kremers-Urban Co., has been elected president of the Milwaukee Sales Managers' Assn.

"TEST TOWN" MUST BE GOOD!

Here's real proof that advertisers know the value of the South Bend market: Of all evening newspapers in the United States in all cities up to 125,000* the South Bend Tribune was *first* in retail advertising linage for the first three months of 1952—*second* in total advertising linage—according to Media Records figures. This famous test market is *saturated* by only one newspaper, the South Bend Tribune. Write for free market data book, "Test Town, U.S.A."

*1951 population estimates from Sales Management's 1951 Survey of Buying Power

The South Bend Tribune

The South Bend, Ind. Market: 7 Counties, 1/2 Million People

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

THE SACRAMENTO BEE ●
THE MODESTO BEE ●
THE FRESNO BEE ●

BILLION DOLLAR VALLEY OF THE BEES

More buying power and higher total retail sales than San Francisco and Oakland *combined!** That's California's *inland* market . . . the Billion Dollar Valley of the Bees. But you'll miss it unless you use the *local* papers that independent Valley people read and heed . . . They are The Sacramento Bee, The Modesto Bee and The Fresno Bee.

*Sales Management's 1952 Copyrighted Survey

McClatchy Newspapers

National Representatives . . . O'Mara & Ormsbee, Inc.

"DEEPSEA" JONES
JONES MFG. CO.
You just can't get away from Industrial Maintenance pulling power. Dips down deep into America's vast industrial market. Shows your wares to 80,000 plant operating readers monthly. Gets you orders where others don't reach.
Signed
INDUSTRIAL MAINTENANCE
Phila., Pa.

"INDUSTRIAL MAINTENANCE" GETS RESULTS!

"RESPONSE WAS *Positively* THE BEST"

This publisher wanted a rep, so he ran classified ads in various publications. In commenting on the results, he said, "The response from ADVERTISING AGE was positively the best." That's all. And it's natural:

With the fastest printing schedule in the field, ADVERTISING AGE's news content commands immediate, intensive readership. . . . ADVERTISING AGE's classified columns — "The Advertising Market Place" — are read *first*. Result — your ad gets *results!* Try it and see, whether you want a job, want a man, or want to sell either equipment or services. The low rate for the big circulation where it counts, makes it your best buy!

Information for Advertisers

No. 4389. *Radical Improvements in Movie Screens Announced.*

"The All-New, Sensational Radiant 'Classroom' Screen," is a new brochure offered by Radiant Mfg. Corp., describing its radically new line of portable movie screens for conference room and sales purposes. Main feature is the fact that a room need not be darkened, thus permitting use of supplemental visual material, note-taking, normal instructor-class contact, and complete audience control. Screens can be set up on table or desk top, if desired, without use of tripod.

No. 4390. *Philadelphia Circulation Figures.*

"1952 Circulation Analysis" is a new book offered by the *Philadelphia Inquirer*, studying its daily and Sunday coverage by counties and towns in the states of Pennsylvania, New Jersey, Delaware and Maryland. Maps and brief economic data round out the picture.

No. 4392. *Study of Amarillo Market.*

The *Amarillo News & Globe-Times* offers a new media-and-market file folder, "A Brand-Conscious Market," covering population, income, retail sales, auto registrations, with special sheets on home building, drug sales, auto purchases, etc. Drug purchases per family, for example, are $143 per annum against the national average of $83.

No. 4393. *Outlook in Hotel Market.*

Ahrens Publishing Co. offers "Manufacturer's Service and Research Report No. 0527" on the subject of what's ahead for hotel modernization, purchases, improvements and replacements. With the exception of foods and food service equipment, the study covers nearly everything that goes into a hotel, from paint to air conditioning.

No. 4394. *The Medical Market in Industrial Medical Departments.*

"Summary of a Survey to Determine the Potential Market" is a new study offered by *Industrial Medicine & Surgery* analyzing the market among industrial plant medical departments and plant hospitals for medicines, hospital and surgical supplies and equipment, safety equipment, etc.

No. 4395. *Analysis of Home Baking Practices.*

How does Gold Medal stack up against Pillsbury, is Swan's Down still No. 1, where does Betty Crocker cake mix stand vs. Duncan Hines" Answers to these and scores of related questions are found in *Household's* new report, "Methods, Ingredients and Brands Used in Baking Breads and Pastries."

No. 4397. *Canadian Marketing Map.*

Weekend offers a new marketing map of Canada, showing its English-speaking family coverage by counties throughout the Dominion. Retail sales data and circulation figures are broken down by counties. *Weekend's* circulation is now over 950,000.

No. 4398. *Promotion in the Shoe Trade.*

Boot and Shoe Recorder offers a new booklet, "Let's Look at the Record," breaking down the amount of business paper promotion used by the various manufacturers in the industry—shoe, leather, materials, and other suppliers.

No. 4400. *Food Processing Facts.*

Food Processing offers a new "Market and Media Facts" folder (NIAA-type) giving history and background, markets served, circulation information, readership, editorial history and policy, special services, etc.

Note: Requests for the items listed above will not be serviced beyond Aug. 18.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted —*please print or type*)

.....

.....

NAME ..... TITLE .....

COMPANY .....

ADDRESS .....

CITY & ZONE ..... STATE .....

THE ADVERTISING MARKET PLACE

Rates: 90¢ per line, minimum charge $3.60. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of $12.00 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

WANTED: Experienced trade paper promotion man to do some part time work on small successful boating trade paper. Interview in Chicago can be arranged. Please write first to Jim Peaslee, Publisher, The Boating Industry, St. Joseph, Michigan.

MOLENE PERSONNEL SERVICE
Copywriters
Editorial Artists
Promotional
BANKERS BLDG. ANDOVER 3-4424

AN UNUSUAL OPPORTUNITY for a man who can: (1) Write good mail-order letters; (2) edit mail-order and other copy; (3) exercise sound business judgment; (4) correctly analyze sales and budget figures; (5) execute all creative and production aspects of mail-order advertising; (6) be able to funciton at once as assistant circulation manager of a magazine; (7) be capable of quickly assuming larger responsibilities. Write full details.
Box 5174, ADVERTISING AGE,
801 Second Ave., New York 17, N. Y.

POSITIONS WANTED

FRED J. MASTERSON
ADVERTISING — PUBLISHING
All types of positions for men and women.
185 N. Wabash Fr 2-0115 Chicago

BUSINESS PAPER SPACE SALESMAN The man we're looking for may be selling space for a trade or newspaper, he may have a junior position in an agency or he may have just received his sheepskin. This man is probably between 25 and 35. He is enthusiastic, aggressive and has a natural talent for selling. He'll be backed up by adequate promotion and selling aids, for which in return, we expect reliability and results. Prefer someone from Chicago-Detroit area. Salary and definite increases depending on sales produced. Adequate expense account. Write giving background, recent photograph, references and expected starting salary. If selected, interview will be arranged about August 1st.
Box 5157, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE - Two, for Columbus Advertising Agency, now billing one-half million dollars. Must be experienced. No billing required. Salary open. Write Box 5170 stating full qualifications. Our employees know of this ad.
ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

LAYOUT ARTIST WANTED
Small northwestern Ohio agency has immediate opening for capable layout man. Should be able to do some finished art as well as make sparkling comprehensives for catalogs, sales literature, publication ads and direct mail. Send complete resume (no samples) and salary requirements to BOX 5153, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

YOUNG MALE EDITOR for two corporation publications. Location midwest community. Applicant needs grounding in merchandising and journalism, lively disposition, plenty of imagination. If you don't enjoy reading Time and New Yorker, no need to apply. Provide references, resume and salary needs in first letter.
Box 5173, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING
FOR ALL TYPES OF POSITIONS
GEORGE WILLIAMS-PLACEMENTS
209 S. State St. Ha 7-2063 Chicago

POSITIONS WANTED

MARKET RESEARCH. Merchandising, Sales Promotion-highly experienced in all, available full time or on consultant or fee basis.
Box 5168, ADVERTISING AGE,
801 Second Ave., New York 17, N. Y.

WANTED
INDUSTRIAL ADVERTISING
COPYWRITER

Permanent position. Pleasant working conditions in air-conditioned office. Above average employee benefits. Interesting variety of industrial copy for direct-mail, booklets, folders, etc. Salary commensurate with ability. Phone or write for interview, giving full resume of experience and qualifications. Send no samples. The Girdler Corporation, 224 East Broadway, Louisville, Kentucky. Wabash 7551, Extension 284.

POSITIONS WANTED

ADVERTISING, MERCHANDISING, SALES PROMOTION MAN
Varied experience with agencies and major brewery. Currently merchandising mgr. for leading packaging company. Experienced in customer contact, point-of-sale, research, testing, contests, conventions, films, public speaking. 37. Married. Seeking opportunity to expand your sales, my responsibilities and income.
Box 5171, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES WANTED

Long established manufacturer of Mechanical Window displays and Sales Demonstrators in quantities selling to National Advertisers wants a capable sales representative calling on similar large accounts in principal cities. Exclusive territory, commission basis. Send full details.
Box 5172, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES AVAILABLE

SPACE REPRESENTATIVE
OR-DISTRICT MANAGER
available for connection with progressive publisher. Established in midwest states but fortunately location may be elsewhere, depending upon publisher's requirements. Preliminaries and agreements should be consummated before September to provide aggressive sales efforts on the autumn and 1953 advertising schedules.
Box 5175, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

??? NEED SALES ???
Then our long established Chicago-Detroit offices, staffed with 5 salesmen, who really cover the midwest territory, might be your answer. Write to BOX 5169, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

MISCELLANEOUS

NEAR NORTH Designed for advertising or art Studio. 6 modern offices dark room etc. 874 North Wabash or phone Delaware 7-6336.

BUSINESS PAPER
ADVERTISING SALESMAN

Top notch seasoned salesman with excellent record of personal selling and publication management in trade paper field seeks Chicago area assignment. Accustomed to selling top management. Income $15,000-20,000 for last ten years.

BOX 190, ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Ill.

SPACE SALESMEN
FOR
FARM MAGAZINE

Established publisher seeks space salesmen for Eastern and Mid-Western territories. Must know farm field intimately. Write fully giving background, record, salary requirements. Our people know of this ad. Address Box 189, Advertising Age.
200 E. Illinois St.
Chicago, Ill.

Opportunity for
ADVERTISING MANAGER

Regional Brewery in Midwest requires experienced advertising manager. Good salary to right man. Beer or beverage experience important. Must know point-of-sale, sales promotion, advertising, and be able to supervise relatively large budget. Write fully, giving details of experience. Replies confidential.

Box 191, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

PAPIER MACHE, HARD RUBBER, PLASTIC

Product demonstrators, trademarks, symbols, placques, signs, displays, in full sculpture or relief; giant, actual or miniature sizes. We also make a complete line of artificial foods in hard rubber. Your inquiry is invited.

Old King Cole Displays CANTON, OHIO

Chesapeake & Ohio Offers Lower Fares for Family Travel

CLEVELAND, July 1—The Chesapeake & Ohio Railway Co. is using 80 newspapers and 10 radio outlets to promote family and group-plan reduced fares on C&O passenger trains.

The campaign, opening full-throttle tomorrow, will continue through September, concentrating on vacation travel.

The special fares will be plugged on the "C&O News Summary," conducted by Tris Coffin, author and Washington commentator, and heard over stations in 10 cities on C&O lines in Kentucky, West Virginia and Ohio. News will be tailored to interest listeners in each particular area.

■ Seventy-seven newspapers in on-line cities, including Chicago and Detroit, will carry four strategically timed advertisements. The offer includes free fare for children under 12, half-fare for children from 12 to 15, accompanied by one parent traveling on a round-trip ticket. Groups of three or more persons are offered 25% reductions.

Institutional advertising will appear in New York daily papers. Robert Conahey & Associates is handling the campaign.

Eberling Rejoins Caterpillar

Herman G. Eberling has returned from Army duties to be assistant manager of the Plains sales division of Caterpillar Tractor Co., Peoria, Ill. He succeeds Gordon Fowler, who has joined Burford-Toothaker Tractor Co., Montgomery, Ala., Caterpillar dealer. Mr. Eberling joined the company in 1933. From 1942 to 1945 he was in the Army and returned to Caterpillar as a district representative and received his first assistant divisional managership in 1948, just prior to his most recent military service.

Lever Promotes Scully

William H. Scully has been promoted to advertising manager of the Good Luck Products division of Lever Bros. Co., New York. Mr. Scully joined Lever in 1937 and was formerly advertising brand manager for the company's Lever division. He succeeds J. Harvey Howell, recently named advertising manager of that division.

Minute Maid Names Murphy

Julian G. Murphy, formerly an account executive for Richard Stern Associates, New York public relations consultant, where he handled the Minute Maid account, has been appointed public relations director of Minute Maid Corp., New York.

I Know a Guy . . .

who is "looking around" . . . looking for a challenge that's geared high . . . that demands the brand of hard-hitting, heavyweight responsibility and resourcefulness which he masters!

Present position is well-established and most healthy, a major executive and merch. mgr. of one of America's largest department store chains.

In merchandising major appliances, TV and Radio, as well as Housewares and Furniture he's *heavy* across the board . . . knows manufacturing, wholesaling and retailing problems intimately . . . has the background to come up with the answer that only *doing* can evolve!

Experience includes *big* Mail Order and *large* Chain Retail . . . buying and merchandising . . . directing nation-wide adv. and promotion.

Widely acquainted in the industry, he constantly negotiates with the highest level mfging and retailing people.

A convincing speaker, he leads big Sales Meetings with great success . . . Drives his programs "home."

You may have the challenge that demands this man! He is in his 30's and his price is in the 20's . . . Your strictest confidence will be respected.

Box 192 ADVERTISING AGE
801 Second Ave., New York 17, N.Y.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Says Management Attitude May Be Back of Sales Slump

To the Editor: When a large New York advertising agency (Grey Advertising Agency) makes a public statement that they "can't believe that the only thing all manufacturers need today is more advertising . . . no sir . . . not even the best advertising," it becomes obvious that the current retail sales slump has really touched off some serious thinking—the kind of thinking that must penetrate top management circles.

And then to substantiate this trend of thinking, the publisher of ADVERTISING AGE, G. D. Crain Jr., wrote in the June 9 issue that "better salesmanship and more advertising may not be the sole answer to current declines in retail sales."

Specifically, what prompts these authorities to make these comments about their chosen field? Simply this: Crain suggests that buying apathy "may be based upon a lack of confidence in the immediate future, but possibly it is also related to the lack of conviction about the *value of the product offered*." The New York advertising agency spells out its argument in these terms: "The American people will not begin buying *until merchandise once again represents what they consider to be an attractive buy*. And that may mean both lower prices and a better product in certain categories." This agency is talking about products that are poor in design, poor in special features, poor in quality and high in price. In other words, to use their expression, "punchy advertising can't pay big dividends when it must push a *paunchy* line!"

However, as a management engineering firm with 38 years' seasoning we have observed that businesses with a "paunchy" product (and these are legion) with few special features, so-so quality and poor pricing often times have a "static" management group behind the product. As proof of this, Wolf Management Engineering Co. developed a "Business Management Chart" with 50 simple-to-answer questions. After answering these questions, management can see for itself whether or not it is (1) progressive, (2) ordinary, or (3) static. In almost every case the business with the "paunchy" products has been at best "ordinary" and frequently "static." We'll be glad to send a copy of the chart to anyone interested.

As business men we welcome the continued growth of the advertising fraternity's concern about business. But where the problem is that of a "paunchy" product, advertising men must look behind the situation and see if the product simply reflects management thinking that could be termed "static." Realizing this, it could make a vast difference in the manner in which any solution is offered.

CLAYTON TRAEGER,
Wolf Management Engineering Co., Chicago.

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No Esophageal Obstruction: Fastabs Radio Ads Irk AMA

To the Editor: There has just been brought to my attention an article in your magazine for June 16, entitled "Medical Association Perturbed," etc., on Page 75, which mentions an exhibit at the American Medical Assn.'s convention in Chicago. In this I am quoted as having said in part: "...One exception, he said, is Fastabs, made by National Health Aids Inc., Baltimore, which might cause 'esophageal obstruction' when taken in large doses."

It is unfortunate if your reporter obtained such an impression during her interview with me. I do not recall the exact circumstances of the conversation. I do recall having mentioned the fact that there have been reported in medical literature cases of esophageal obstruction from the ingestion of cellulose derivatives. Displayed were products other than Fastabs containing cellulose derivatives. We have no information in our files that anyone taking Fastabs has been the victim of esophageal obstruction.

What might better have been said about Fastabs is the false character of the radio advertising for this product. Our files contain a copy of a radio script wherein, by implication at least, is the representation that there was the addition of a substance similar to or the same as Fastabs to the Army K rations during the second World War. We quote from a letter received from the Food & Container Institute of the Army Quartermaster Corps:

"We can find nothing either in our memories or in our files to indicate that any cellulose derivative was ever actually used to increase the satiety value of the K Ration or any other operational ration. Colonel ——— and I both recall some concern about the high concentration and low residue of the K Ration and we can recall several ideas which were considered for alleviating these conditions. We both recall, however, that the decision finally was to ignore the difficulties because they were never really serious. . .but, as I recall it, when K Ration work was active, carboxymethylcellulose was not known to be free of toxicity and was not seriously considered. . .

"You will note that the script does not say that the Armed Forces ever actually did the things claimed. The responsibilities of the 'top scientific brains of the country' are unspecified, and it is only by inference that they achieve any connection with the Armed Forces."

In such script it is also stated: "It expands when it absorbs water, partly filling the stomach." Carboxymethylcellulose is an hydrophylic substance which increases bulk in the lower intestine and, when taken in sufficient doses, is laxative in character. The dosage form for Fastabs is roughly one-third of the minimum laxative dose. We are unaware of any valid evidence that it meets the claims of "partly filling the stomach," as contained in the script mentioned.

OLIVER FIELD,
Director, Bureau of Investigation, American Medical Assn., Chicago.

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Last Should Be First, He Says of Clients' Spending

To the Editor: Your editorial on the bedeviled client in your June 2 issue may appeal to the stuffed shirts who talk of the advertising "profession" or the whimsies of the advertising "game."

But some of us who think of advertising as an honorable business found it patronizing and annoying, especially that climactic end. . ." After all, it's their (the clients') money that's being spent."

Perhaps the thinking should have been. . . "First of all, it's their money that's being spent."

IRVING K. MARKS,
Vice-President, Frank Best & Co., New York.

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Recommended Reading

To the Editor: You robbed me of fully a half hour's sleep last night. I thought I was all through with the June 9 issue of AA and was practically ready to go to bed when I started to read your story about A. D. Lasker.

Frankly, it was so fascinating that I could not put it down, but read it twice and this morning have written notes to all of our salesmen and promotion men, editors, and everyone else of importance in our office, asking them to be sure to read it.

It is rare that I write a fan letter like this, but you did do an outstanding job here, and I thought you should be told about it.

HERBERT V. KAEPPEL,
Executive Vice-President, Industrial Publications Inc., Chicago.

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Disapproves of Martindell's Ten Rules for Success

To the Editor: Jackson Martindell's superiors certainly must have felt superfine as a result of the puffery contained in his tips for sales executives who want to "reach the top" (AA, June 9).

If his list of ten commandments that are necessary to reach the top is supposed to be correct, he'd better check it again. Aspiring executives who tried to live up to his commandments one, two, three, seven and ten, would spend their time in social climbing and apple polishing and would have no time whatsoever to devote to the solid five commandments on his list.

Certainly striving to reach the top in the manner suggested by Mr. Martindell is far from working at success in a Christian manner. Half of the ten commandments he lists veer away completely from the teachings of the gospel of brotherhood, and believe me this is as much needed in the advertising and management profession today as in any other profession.

Any individual who would attempt to follow Mr. Martindell's set of commandments would spend the bulk of his time trying to keep up with the Joneses rather than trying to keep up with some of the teachings of Jesus. His commandments still look better to me than Mr. Martindell's.

OLIVER GOLDSMITH,
Chicago.

SPECIAL DIVIDEND DECLARED*

If you advertised last year in the RICHMOND (Calif.) INDEPENDENT . . . you probably have an *Earned Merchandising Credit!*

*Why not find out? Contact Win Smith Advt. Mgr.

North Carolina's Pace-Setting City!

Raleigh is the BIG Wholesale and Retail Trade Center of the 33 county "Golden Belt of the South" . . . a tremendously prosperous area that accounts for practically ONE THIRD of North Carolina's general trade activity.

Per Family inc. . . . . $6711 *1st in N. C.*
Autom. Sales . . . . . $24,593,000 *2nd in N. C.*
Drug Sales . . . . . $3,740,000 *2nd in N. C.*
Retail Sales . . . . . $112,621,000 *3rd in N. C.*
H-F-R Sales . . . . . $7,274,000 *3rd in N. C.*
(SM Survey 5/10/52)

The Raleigh News and Observer
MORNING & SUNDAY
RALEIGH, N. C.

Sell Raleigh . . . PLUS Eastern N. C. . . . with The News and Observer, the ONLY Morning-and-Sunday newspaper published in 33 county Golden Belt.
114,741 Morning
120,613 Sunday
(Publisher's Statement to ABC, 3/31/52)
Rep: The Branham Company

WBNS Columbus has them!

WBNS Radio—influencing a billion-dollar rural and urban market—has a proved record of producing quick "hard-cash" results for advertisers. For the immediate results sponsors (and agencies) love, hit the Central Ohio market through WBNS Radio.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM
POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO
CENTRAL OHIO'S ONLY CBS RADIO OUTLET

McGraw-Hill Promotes Smith

Ralph B. Smith, editorial director of the publications division of McGraw-Hill Publishing Co., and formerly editor of *Business Week*, has been appointed a v.p. of the company. He has been associated with McGraw-Hill for the past 23 years. He continues as editorial director of the publications division and as a member of the executive staff of the publications division.

Sentinel Switches Agencies

Sentinel Radio Corp., Evanston maker of radio and TV receivers, has switched its account from W. W. Garrison & Co., Chicago, to Casler, Hempstead & Hanford, Chicago. A "stepped-up advertising program" is in preparation.

Arner Co. Promotes Smith

Arner Co., Buffalo pharmaceuticals maker, has promoted Jeff Miller Smith, with the company four years, to assistant v.p. in the sales department.

JUST ASK FOR MARIE:
Call WAbash 2-8655 and ask for Marie Maize on your next multigraph, mimeograph, addressing or mailing job. Quick pick-up and delivery, fast and accurate work, plenty of experienced personnel, charges always in line. THE LETTER SHOP, Inc., 431 S. Dearborn St., Chicago 5. (Now in our 24th successful year.)

This Week in Washington . . .

Plenty of Changes Due by 1975

By Stanley Cohen
Washington Editor

WASHINGTON, July 3—1975 isn't as remote as it used to be. It's sufficiently close to make 1975 market estimates of more than passing interest to U. S. merchandisers.

The President's Materials Policy Commission, headed by CBS Chairman William Paley, has come up with some interesting assumptions about 1975 in a monumental five-volume report which ought to be must reading for any business man who wants to be informed about the U. S. economy.

On the basis of the past 50 years, the Materials Policy Commission concluded that the U. S. will have a $550 billion economy by 1975, that the population will be 193,000,000, and that there will be 82,000,000 in the labor force.

The nation would have 62,500,000 homes compared with 43,000,000 in 1950; it will be driving 65,000,000 automobiles compared with 49,000,000 in 1950, and its output of home appliances will be up by 50%.

This happens, the commission says, provided the U. S. finds new sources for raw materials. Domestic sources of many materials have dwindled. We must import, and find substitutes. Unless we do, the commission says, prices will be prohibitively high, and the high U. S. standard of living will be a thing of the past by 1975.

The commission's analysis of the steps that are necessary to keep the U. S. growing (industrially) makes mighty instructive reading and covers a wide variety of projects. The set of five volumes is available from the Superintendent of Documents, Washington 25 D. C., for $6.25—or try Volume 1, "Foundations for Growth and Security" for $1.25.

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The Paley Commission and the Bureau of Labor Statistics see eye to eye on the size of the U. S. population in 1975. According to BLS, the U. S. will have 190,000,000 residents, including 63,000,000 persons over 45 years old and 21,000,000 over 65.

BLS has just issued a highly interesting report on the growing importance of middle-age and older groups as consumers and workers. (BLS Bulletin No. 1092, "Employment and Economic Status of Older Men and Women," 30¢, from the Superintendent of Documents.)

The over-45s would be a third of the national population, and more than half the adult population (over 20 years old). The number of older women increases more rapidly than the number of older men, with women enjoying a longer life span. By 1975 the number of women over 45—single or widowed—may exceed men of the same ages by 6,000,000.

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Reason asserted itself in the calm of the conference room, and Congress agreed on a controls bill which contains the form of the House amendment killing the International Materials Conference, but it manages to avoid the substance.

The amendment, inserted to please the automobile industry (discussed in this space last week), outlawed U. S. participation in an international group which fixes the amount of copper each "free world" nation may consume. Materials experts feel these agreements saved billions of dollars by curbing international speculation in defense metals. But the automobile industry protested that its workers walked the streets so that foreign firms could get material.

Conferees hit on a happy compromise. It authorized U. S. participation in IMC, then ordered Defense Production Authority to see that U. S. firms have an opportunity to buy any portion of another nation's quota which has not been used.

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It's refreshing to report that the motion picture industry will not let its bid for theater TV be pigeonholed until Jan. 14, 1953, as proposed by the FCC.

Already brushed off five times, producers and exhibitors have protested FCC's proposal for another seven-month wait, and have asked that the hearings on theater TV start in October.

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Rep. Arthur Klein (D., N. Y.) has a hard time understanding some of the people who are writing members of the special House interstate subcommittee studying TV programs. "They seem to be a lunatic fringe that delights in torturing itself by watching bad programs," he said.

"Reminds me of a story," he told fellow committee members the other day. "This story involves a lady who called the manager of her hotel and protested that a man was cavorting, unrobed, in a window across the court.

"The manager came up, looked, and exclaimed that he couldn't see a thing. The lady didn't appear surprised.

"'Just stand up on this chair,' she said, 'and you'll see plenty.'"

WBAM to Bow in 1952

A new 50,000-watt daytime radio station, WBAM, is slated to go into operation at Montgomery, Ala., by the end of the year, according to its owners, W. J. Brennen of WVOK, Birmingham, and W. E. Bennes Sr., consultant and radio engineer in Washington. The station will operate on a frequency of 740 kilocycles and will serve Alabama, Georgia, Mississippi and Florida. The owning corporation is Deep South Broadcasting Co., with Mr. Bennes and Mr. Brennen the principal stockholders.

French Co. Appoints Three

R. T. French Co., Rochester producer of mustard, spices, Instant potato, pie crust mixes and other products, has named three assistant advertising managers: Clayton J. Rohrbach Jr., Robert P. Driggs and G. Buell Culver. The company has found it necessary to divide responsibility along product lines because of the addition of new items and rapid growth of sales volumes and ad activities, according to Oscar Westgate, ad manager.

Young Leaves Foundation

James Webb Young has resigned as consultant to the Ford Foundation on Mass Communications, effective Aug. 1, Henry Ford II, acting president of the foundation, has announced. Mr. Young said he was leaving to devote himself to a "number of personal affairs." The Radio-Television Workshop, set up under Mr. Young's guidance, will continue along those same lines under Robert Saudek as director.

Farbach Appoints Associated

Farbach Chemical Co., Cincinnati, has named Associated Advertising, Cincinnati, to handle its advertising. The company plans national distribution of its first consumer item, Dip-Off Tarnish, a silver cleaner, through department, jewelry, hardware and variety stores.

Things are Jumping—in Florida!

3rd
Fastest-Growing State!
Between 1940 and 1950 Florida's population increased 46% as compared to 14.5% for the whole U.S.—more than 3 times as fast! (Source: U. S. Bureau of the Census.)

in FLORIDA 3 will get you 80*

Jump right in to extra profits—sell where sales statistics keep climbing . . . up, Up, UP—Sell in Florida!

When you reach out to grasp this rich sales plum, bear in mind the amazing coverage of Florida's three big morning dailies. They blanket their own trading territories and tremendously strengthen your advertising in other Florida markets because they deliver 20% or better family coverage in those counties where 80% of Florida's sales activity happens.

How about that?

*Based on Sales Management 1951 Survey of Buying Power figures and current ABC Reports, using these three papers gives you 20% or better family coverage in the 52 counties accounting for 80% of Florida's Effective Buying Income, 81% of food sales, 82.8% of drug sales, 81.6% of furniture sales, 80% of general merchandise sales and 81% of Florida's total retail sales. You also get above 30% family coverage in 42 counties, above 50% in 20 counties, above 60% in 9 counties and above 70% in 6 counties.

Lowest Cost Coverage in Florida's Top Markets

FLORIDA TIMES-UNION	TAMPA Morning Tribune	MIAMI HERALD
JACKSONVILLE National Representative Reynolds Fitzgerald, Inc.	National Representative Sawyer Ferguson Walker Company	National Representative Story, Brooks & Finley, Inc. A.S. Grant, Atlanta

AMERICA'S FIRST ENGRAVER
REVERE PHOTO ENGRAVINGS EXCLUSIVELY
DAY-NIGHT
REVERE PHOTO ENGRAVING CO.
712 FEDERAL STREET, CHICAGO 5, ILL. WA 2-8816-7-8

DIRECT LINE TO CONGRESS . . .

and 200,000 voters who live within dialing distance of Capitol Hill

There are 200,000 absentee voters* living in the Metropolitan Washington area.

They are men and women interested enough in national issues to vote "long distance."

Yet every one of them lives within easy dialing distance of his Senator and Representative.

There's a very good chance they know their Congressmen personally.

Certainly they have relatives and friends "back home" who *do!*

A telephone call from a constituent is one thing the men on Capitol Hill seldom ignore.

When you want *action*, it is a good thing to remember that a voter on the phone is vitally important to Congress—and to *you!*

The Washington Star can put you in touch with *more members of Congress*, and *more voters who know them* than any other newspaper in the country . . .

- More adults regularly read The Star than any other Washington newspaper . . .
- More Senators and more Representatives regularly read The Star than any other Washington newspaper.

The next time you have a message for Congress . . . put it to the people—put it in The Star!

You don't have to tell these voters to write or wire . . . Say: *"DIAL NAtional 3120 and TELL this to your Congressman!"*

When you want POLITICAL ACTION . . . put your message in the newspaper that's read regularly by *more members of Congress*, and *more voters who know them* than any other newspaper in the country!

1852 *A Century of Leadership* 1952

The Washington Star

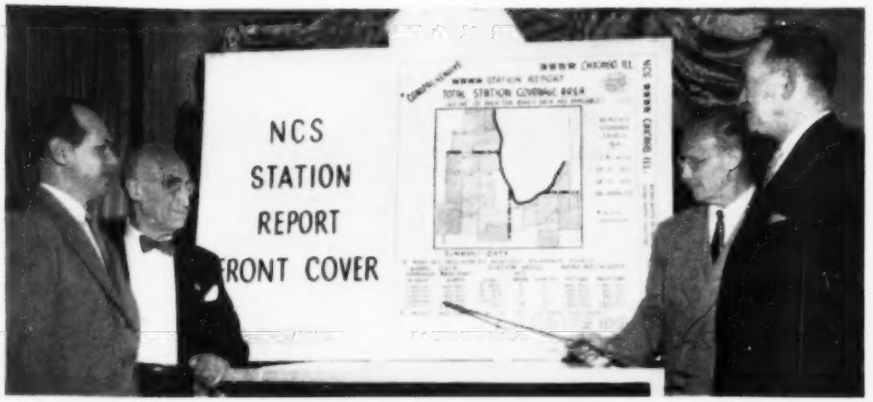
Evening and Sunday Morning Editions

For further information, phone our Advertising Manager or our National Representatives.

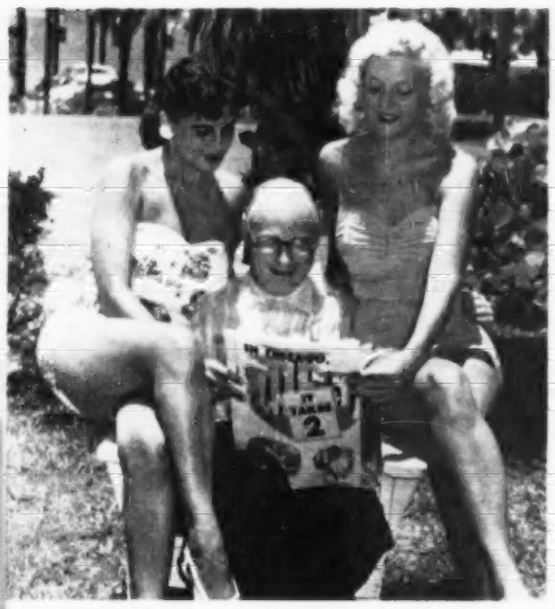
Represented nationally by: O'Mara and Ormsbee, Inc., 420 Lexington Ave., NYC 17, Murray Hill 5-1060; The John E. Lutz Co., Tribune Tower, Chicago 11, Superior 7-4680.

*Estimated by Republican and Democratic National Headquarters.

PHOTOGRAPHIC REVIEW OF THE WEEK



NIELSEN PRESENTATION—A. C. Nielsen explains details of the new Nielsen Coverage service at an advertising-research session in New York. Looking on (left to right): Ralph Robertson, director of media advertising, Colgate-Palmolive-Peet Co.; Edgar Kobak, president of Advertising Research Foundation, and William B. Ryan, president of Broadcast Advertising Bureau.



KNOTT TAKES TWO: Larry Knott, ad director of the Chicago Sun-Times and 1st v.p. of the Newspaper Advertising Executives Assn., took time out at NAEA's recent convention in Daytona Beach, Fla., to sell the paper's slogan "In Chicago It Takes Two" to a brace of bathing beauties.

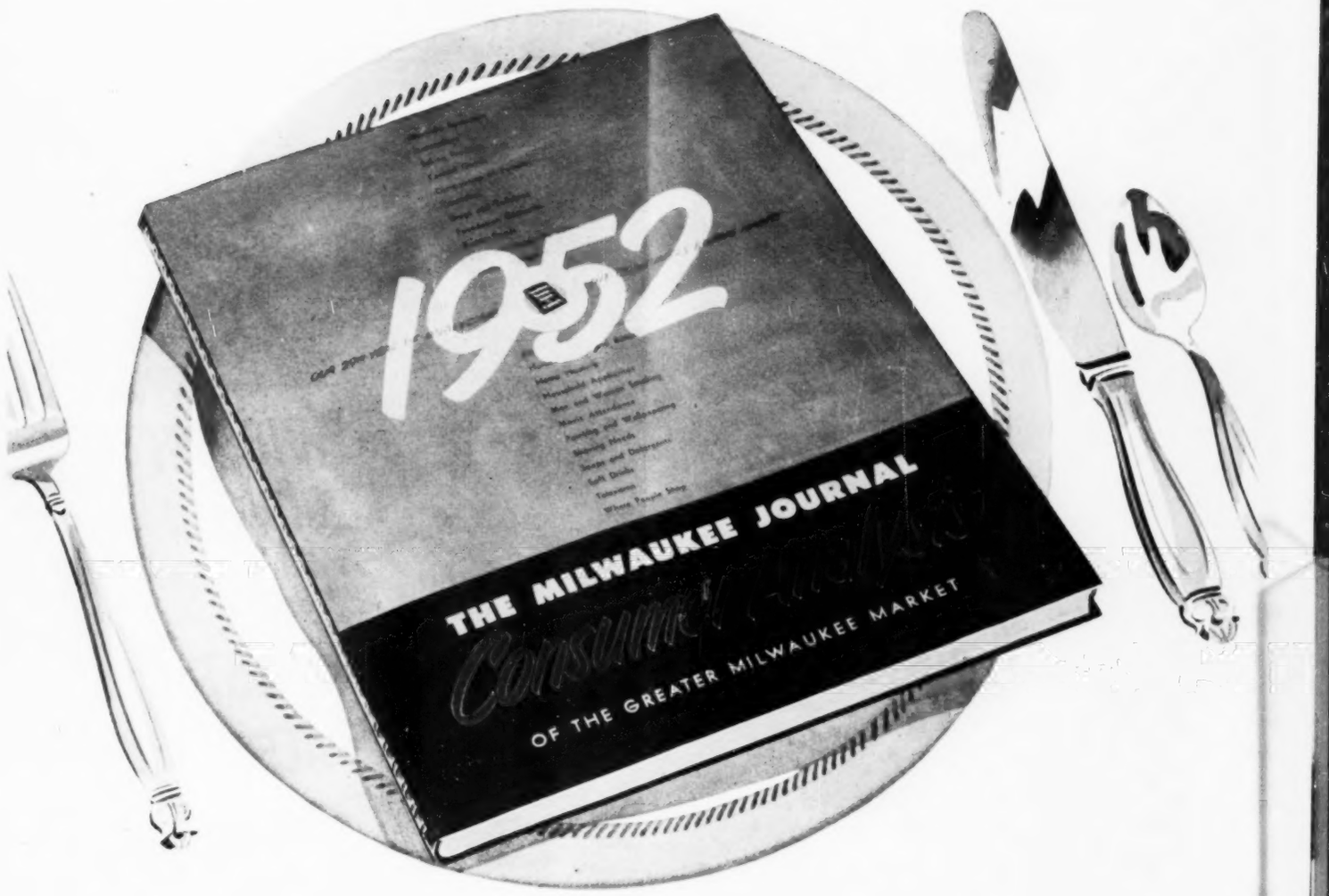
GE GIVEAWAY—General Electric will give away thousands of miniature swivel-top vacuum cleaners as part of its forthcoming vacuum cleaner push. Inside each miniature is a spot remover stick.

LUCKY CHAIRMAN—J. Neil Reagan of McCann-Erickson, Hollywood, takes the business of award-giving seriously. Chairmaning his last session as outgoing president of the Advertising Assn. of the West, he enthusiastically presents an award for the best publicity book in the junior division of adclubs to Jan Forgette of Mogge-Privett, Los Angeles. The interested onlooker at left is Mrs. Fred Gamble, wife of the president of the Four A's.

NIAA LEADERS: These are the men who will run the National Industrial Advertisers Assn. next year after their election June 30 at the 30th annual NIAA convention. Seated, from left, are A. R. Tofte, ad manager, Allis-Chalmers Mfg. Co.; Kenneth J. Bayer, Oakleigh R. French & Associates, and W. B. Montague, new director of public relations, Jeffrey Mfg. Co., v.p.s who were elected last year to serve two year terms. Standing are Winston H. McCallum, director of publicity, Douglas Fir Plywood Assn., v.p.; William C. Sproull, ad manager, Burroughs Adding Machine Co., v.p.; Gene Wedereit, director of advertising, Girdler Corp. and Tube Turns Inc., president; George Black, director of public relations, Cooper Alloy Foundry Co., secretary-treasurer, and J. W. Dolson, Hercules Powder Co., also elected a v.p. Missing from the picture is Frank Wright, Cockfield, Brown & Co., v.p.

GARROWAY TEST—Dave Garroway seems to be making some kind of test with one of his new sponsor's product for "Today" (NBC-TV). Interested spectators are (left to right) George A. Percy, advertising manager of Bauer & Black, Chicago, the sponsor, and George R. Stege of Leo Burnett Co.

AT NIAA'S CONVENTION: One of the key figures at the annual convention of National Industrial Advertisers Assn. in Chicago last week was Gene Wedereit (second from left), who became NIAA's new president. He is ad director of Girdler Corp. and Tube Turns Inc., Louisville, and here he is being congratulated by W. H. Girdler, president of the two companies. Two groups of conventioneers at the get-acquainted supper were (from left): Mrs. E. P. Hoener, Portland, Ore.; Dar Johnson, sales promotion manager, Hyster Co., Portland; E. P. Hoener, publisher, The Timberman, Portland; Winston H. McCallum, publicity director, Douglas Fir Plywood Assn., Tacoma, Wash.; J. Simon, Simon & Smith Advertising Agency, Portland; David C. Kiefer, regional manager, Steel, Cleveland; Mrs. Lee Worthington, ad manager, Kold-Hold Mfg. Co., Lansing, Mich.; Florence Chambers, v.p., Meat Magazine, Chicago; E. L. Shaner, chairman of the board of Penton Publishing Co., Cleveland; Ralph Hanes, manager of advertising and sales promotion, Dodge Mfg. Corp., Mishawaka, Ind. Also, in the picture at right: C. Keith Ferguson, ad manager, Kewanee Boiler Corp., Kewanee, Ill.; Harry E. Petersen, v.p. and advertising director, Citizens National Trust & Savings Bank of Los Angeles; R. Calvert Haws, Western Precipitation Corp., Los Angeles; Henry M. Reich, v.p., and H. A. White of Steel Publications Inc., Pittsburgh; W. H. Alman, sales promotion director, Commercial Solvents Corp., New York; John T. Shannon, U. S. News & World Report, Chicago, and Mrs. Shannon.



"Think Food" for Food Men

HERE are a couple of questions and answers which you food executives might well toss around in your think chambers for a while. They concern the grocery shopping habits and preferences of your customers as revealed by The Milwaukee Journal 1952 Consumer Analysis.

Question 1: "Where do you buy MOST of your groceries?"

The answers emphasize the continuing trend to self-service and supermarkets, the need for packages with eye appeal, visual advertising to identify and pre-sell your product, newspaper advertising to reach the greatest number of customers and prospects regularly and at the right time.

Question 2: "On what day of the week are MOST of your groceries bought?"

Monday through Thursday	14.8%
Friday	49.6
Saturday	35.3
Sunday	0.3

Food advertising gets better results if it is timed to reach the housewives *when* they are actively planning tomorrow's purchases – and *where* they are accustomed to look for buying ideas, suggestions and information. In Milwaukee, this means the Thursday and Friday Food Pages of The Journal–where 26 active retail food advertisers add selling power to your own advertising, and help to make The Journal the buying guide in more than 9 out of 10 homes in the metropolitan area.

The 29th Annual Consumer Analysis is 1952 shopping data, including brand preference as compared to past years on 106 grocery products. Copies are available.

THE MILWAUKEE JOURNAL

World Leader in 1951 Advertising Volume and in R.O.P. Color Advertising

COMPANION CONTINUES RECORD CIRCULATION GAINS

"Impressive growth," says John Bales, Yardley V.P.

The last six months of 1951 were the BIGGEST in the COMPANION's history . . . until circulation reached a *new* high for the first quarter of 1952. Yardley's Vice President in Charge of Sales is impressed with this definite evidence of editorial vitality.

Jim Greer, COMPANION representative, shows him the ABC figures and the reason behind the COMPANION's ever-increasing appeal to women: timely, practical service—the kind that builds a woman's confidence in herself. It's this *unique* editorial policy that makes more women buy the COMPANION *and* COMPANION-advertised products.

Average ABC Circulation of leading women's magazines for 3 months ending March 31, 1952:

Ladies' Home Journal	4,700,060
Woman's Home COMPANION	4,362,751
McCall's	4,248,944
Good Housekeeping	3,285,949

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

Feature Section

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Study Mail Order Mathematics

Selectivity Is the Key: Woolf

Agency Business As It Was

It's Fitting, Grateful C. M. Says

The Lasker Story...As He Told It

Chapter I

The Agency Business 50 Years Ago

Here is the first instalment of the story of A. D. Lasker, famed advertising man who died May 30. As head of Lord & Thomas until its dissolution in 1942, A. D. Lasker was one of the foremost advertising men of the past half century. In the remarkable document which starts here and will continue weekly, Mr. Lasker reviews his own career, the advertising business in general, and his ideas on how it should be conducted. The version presented here, with practically no editing, is from a stenographic report of a six-hour "speech" he made to the Lord & Thomas staff in 1925.

The meeting of the representatives of Lord & Thomas was called to order at 2 p.m. Saturday, April 4, 1925, at the offices of the organization, 800 Wrigley Bldg., Chicago, President Albert D. Lasker presiding.

PRESIDENT LASKER: I feel sort of like a college professor facing a class. If the class is half as scared as the professor, the class is really scared, because I know when I asked for this meeting, I didn't realize that we had so many who would be in it. I thought just a few.

I will tell you exactly what led up [to this meeting]. We have been working on a campaign of advertising of our own.

Now, personally, from past experience I don't believe that any advertising an agency can do can be made to pay as other advertising does, because while you can advertise a commodity with the printed word, there are so many restrictions around what you can say in a personal service that it lacks the compelling force we all know has to finally determine the pulling power of copy.

■ But my reason for wanting to advertise Lord & Thomas, and why I believe in agency advertising, is this: We lay down precepts in the advertising that get all of us committed to certain principles.

Now, there is being undertaken in Lord & Thomas at this moment something of a rebirth, a sort of renaissance, and I really have much on my mind that I want to cover with you, but I haven't collated how I am going to say it.

I am just full of what I want to say, so I am just going to ramble along with you as if there were just one or two of you present. Maybe at points it won't connect up, but finally I will get spotted with my subject and then we will begin getting closer to each other.

So I am going to begin back historically in connection with the firm, in order to trace certain developments.

■ As all of you know, I am the owner of this business, and therefore, in the final analysis, I decide its policies. I can't make its policies. Its policies have to be made by everyone who works here. But some one has to make the final decision, and in the course of the years a business gets to reflect the spirit of its owners. You can trace in the business, if it is owned by one man, the man's personal development; just as a man may be a quite different man at 50 than he was at 25 or 30, so a business under his direction gets different.

So for your benefit I am going to trace some of the roots that are beneath this tree to give a background to the discussion of our present advertising which I hope will sprout out into a policy that will be most successful.

I came with Lord & Thomas in 1898. (And, parenthetically, I cover this at such length because there are a good many new faces here.) In 1898, on May 31—that is 27 years ago—my first boss was Mr. Bullis back there [Elmer Bullis, for many years L&T space buyer]. I was under his tutelage and Bullis gave me a great chance. We became great friends and have been ever since.

BISSELL'S
"CYCO" BEARING
SWEEPER
Makes An Ideal Christmas Gift
What article can you buy at the same cost that will contribute as much genuine, lasting pleasure and comfort to the recipient as a Bissell sweeper? It will be a constant reminder of the giver for ten years or more, and will gratify mother, wife, sister or friend during all this time as no other article at a similar cost possibly can. Remember, the name
BISSELL
marks the genuine sweeper that for over a quarter of a century has been the recognized leader throughout the world. Bissell "Cyco" Bearing Sweepers have taken Gold Medals at Paris, 1889; Paris, 1900; Pan-American, 1901; Grand Prix, Osaka, '03; World's Fair, St. Louis, 1904.
Buy a Bissell "Cyco" Bearing before Jan. 1st, send us the purchase slip and we will send you Free a Handsome Card Case with no printing on it.
For sale everywhere. Price $2.50 to $4.00
Bissell Carpet Sweeper Co., Dept. E, Grand Rapids, Mich.
(Largest Sweeper Makers in the World)

GOOD GIFT—*A Bissell carpet sweeper ad from the January, 1905, issue of Delineator.*

The best claim Lord & Thomas has to that biggest thing there can be in a business—a really historical background—is that Mr. Troupe [Paul Troupe, another long-time L&T space buyer] has been here over 40 years and still is as active as a man could be, and Mr. Bullis has been here almost that long. We have others who have been here similar lengths of time.

I don't like to point that out as a matter of pride, but as a tradition to this business, because others may come and go, but if enough stayed through all those years, the old tradition flows right through. People may settle on the river bank and move, but the river goes right on, and people will always live where there is a river.

After I was here just a little while I remember writing a letter to my father in Galveston, Texas—that is where I came from—and I reviewed to him that I had not expected to stay in Lord & Thomas but a very few months. I had come up to Chicago to learn something about advertising. My father expected to buy me a paper in a small town and that I would go back into the newspaper business, and he wanted me to learn something about advertising.

I remember writing him and saying to him:

"The great force of advertising has been shown to me in the few weeks I have been here. But while people are spending what to you and me, from a small town, seems like inconceivable sums, and getting results (or they couldn't keep it up), I haven't been able to find a man who could tell me what advertising is."

■ I asked my old seniors, fine men, what was advertising. Well, it wasn't their business to know, really, in those days, because the agency was a space seller. Mr. Bullis and Mr. Troupe will bear me out that, when I came with the firm in 1898, this is the way advertising was sold.

For instance, Mr. Holman—I remember this happened the first week I was here—would go up to Grand Rapids to see the Bissell Carpet Sweeper Co. Ayer & Son would send a man, Thompson would send Mr. Raymond [JWT's then Chicago manager], and four or five would meet there. Bissell would have all his cuts stacked for a whole year's work, and he would say to them:

"Here are my specifications. Sit down and bid."

And then they would sit down and sharpen their pencils, and the bidding was varied, for this reason:

At that time, on the side but known to all, J. Walter Thompson controlled all the women's magazine space of America save, I believe, the *Butterick*. For instance, if we placed an advertisement in the *Delineator*, we got at that time 25% commission. If I remember, the rate was $2. We paid $1.50 and then Thompson got 25¢ on everything we or any other agent placed, and Thompson got 75¢ on everything they placed.

■ Ayer & Son controlled all the agricultural papers in the same way. And Lord & Thomas controlled all the religious papers in the same way. So the trick was to twist the list around and get the most that you could on it.

All the other agents sold ink and type and blotters and whatnot to publishers. So they would have publishers who bought supplies from them, and if the list happened to have enough of their publishers on it, they would take a chance and figure way lower than the others, figuring that they could trade it out with this kind of stuff. That was the agency business.

Next week: Mr. Lasker seeks to find what advertising really is, to determine the basis for it and its works, and runs into considerable difficulty. He examines a few slogans, and finds them wanting.

Mail Order and Direct Mail Clinic . . .

Higher Cost Calls for Check on Mailing Operation

By Whitt Northmore Schultz

On July 1, our bulk-mailed promotional postal cards, flyers, bulletins, catalogs, etc.—the work horses in mail order selling—cost, in most cases, 1½¢ each to mail instead of the penny-per-piece we were all paying the previous week.

Yes, effective July 1, 1952, the cost of promoting services and products by third class bulk mail increased 50%.

It's a law, and there's nothing that can be done about repealing it at present.

But, here are some ways you can counter-attack rising direct mail costs:

1. Improve direct mail returns by smarter merchandising. (In brief, promote the *right* plan to only those who would be interested.)

2. Adjust and improve the appearance of your envelope. How? Change the size or color. Use disguised return addresses. Employ simulated, rubber-stamp imprints like "Air-Mail," "Personal," "First Class." (Getting your prospect to open your letter is a big job. Once your letter is opened, chances for its success improve.)

■ 3. Buy your envelopes direct from the manufacturer whenever possible.

4. Omit costly glassine from window envelopes.

5. Have your indicia printed on your envelopes by the envelope manufacturer, thus saving re-run costs.

6. Use more attention-winning devices in your letters like headlines, indentions, marginal notations, underscores, etc.

7. Buy your paper direct from the manufacturer, thus cutting the costly middleman's profit.

8. If your letters are two pages, print your message on both sides. You'll save high paper costs. (Experiment with less costly papers, too.)

9. Eliminate collating costs by having your printer cut and fold the letters for you.

10. Check into split-fountain printing. Result? Two colors for the price of one.

11. Personalize your bulk mailings with typewritten or brushscript fill-ins, for example.

■ 12. Use appropriate gadgets—like swatches of material if you're selling shirts-by-mail—to dramatize your copy and increase returns.

13. Use more order forms in your promotions and tie them in cleverly with combined letter-circulars.

14. Spark up your order forms by designing them to look like checks or certificates.

15. Time your mailings more intelli-

gently. (Send Christmas offers closer to Christmas buying time, for example.)

16. Select and use only those mailing lists which are made up of the kind of person who will be definitely interested in your special offer. (Rent names of proved mail order candy buyers for a candy offer, for example.)

You can increase your returns by improving your direct mail. In this way you'll be successfully counter-attacking the new, penalizing, 1½¢-per-piece minimum third class bulk rate in effect tomorrow.

One final note: The *per pound rate* on third class mail has not been changed. Because of this, the new minimum per piece rate permits a heavier load—up to 1-5/7 ounces from one and 1-1/7 ounces. You might, therefore, be able to add that extra piece in the same mailing at no additional postage cost.

■ Yes, alert and smart thinking and planning will help all of us beat those rising, business-killing, mail-selling costs.

(Note: Thanks to Lewis Kleid, president, Mailings Inc., 25 W. 45th St., New York 19, for sending along the "counter-attack" weapons listed above.)

Salesense in Advertising . . .

What Is Caviar for the Goose May Be Pig's Knuckles for the Gander

By James D. Woolf

James D. Woolf

One reason we see so many different kinds of periodicals on the newsstands is, of course, the fact that "it takes all kinds of people to make a world." Thus there are magazines for men whose major recreation is hunting and fishing, or golf, or stamp collecting, or building model railroads, or physical culture. There is even a "Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America," I hear, which issues a newsy little sheet known as "The Sharp Flats."

In the women's field there are magazines for housewives whose absorbing interest is cookery, or needlecraft, or the true confessions of the frailer of the sisterhood. So diverse and specialized are the interests of the American female that there is a substantial demand, in addition to the more general magazines, for such distinctive periodicals as *Baby Talk*, *Living for Young Homemakers*, *Bride's Magazine*, *Silver Screen* and *Beauty Fair*.

■ None of this is new to my readers. All of us know that what is caviar for the goose may be pig's knuckles for the gander. This being so, the astonishing thing is the failure of so many advertisers to make specialized appeals to groups with specialized interests. It is their practice to prepare a campaign for publications of general interest—*The Post*, say, or *Collier's*—and then schedule it to run in supplementary magazines whose editorial content is strictly specialized.

A case in point is the June advertisement of the New Mexico Tourist Bureau. It is my guess that this ad, a single column, was written first for *Life*, and you will find it, if you are interested, in the June 16 issue of this general family magazine. This ad, in my judgment, is a pretty sorry affair any way you look at it. Following an idiotic and meaningless headline—"*Where* 53 *is* 100!"—is a photographic *montage* of the same old stereotypes: feathered Pueblo Indians dancing for rain, Spanish senorita epitomizing "the lingering threads of Colonial Spain," two semi-nude chicks sunning themselves, another chick in a pair of riding pants, and a motor car rounding a curve against a mountain backdrop. The copy, like the pictures, is a hash of the same old cliches.

■ But the ordinariness of this *Life* advertisement does not concern the major point I seek to make. My major point of adverse criticism is the fact that I found this identical ad in the July issue of *True*, The Man's Magazine. *True*, as you undoubtedly know, devotes a great deal of its editorial content to hunting and fishing and outdoor adventure, and in this very July issue I find a featured article in full color entitled, "The Trout that Lives in the Clouds." As a resident of New Mexico, I can personally testify to the fact that the state is bountifully blessed with scores of beautiful trout streams and lakes, not to mention an abundance of game. Now what I rise to ask is this: Is it likely that a red-blooded reader of *True* will come to New Mexico just to feast his eyes on chicks and senoritas and dancing Indians?

As against this method of advertising in magazines of specialized interests, consider the Schick Injector color page which is currently appearing in the July issues of *Sports Afield*, *True*, and perhaps other magazines of the same appeal. The page is reproduced herewith. The headline—"Schick Injector Outdoor Tricks as practiced by Dan Ryan, famous tackle expert and designer"—is right on the button and can hardly fail to capture the interest of the kind of men who read these magazines. Compare this headline with the New Mexico teaser, "Where 53 is 100!" Right on the button, too, are the Schick premium offers: a Nylon fishing line and a "Whopper-Stopper" lure. This advertisement, to my way of thinking, is an excellent example of how to try for maximum sales impact in magazines that are read by groups of men or women because of the specialized editorial content.

I do not mean to say that in every situation special copy should be written for the diverse categories of publications that appear on the list of media to be used. There are undoubtedly many products—candy bars, chewing gum, cigarets, soft drinks, etc.—that need no special copy treatment in special types of media. But it appears to me that there are many other products that are missing a bet by adhering to the practice of preparing a single piece of copy for release in any given month and running it straight across the board. For example, in the June issue of *Sunset*, which is edited for "Western Living," I find only two or three national advertisers making the slightest attempt to tie their copy into the spirit and pattern of the editorial content of the magazine.

Fairly typical is a third cover in color featuring Swan garden hose, a product of Swan Rubber Co., Bucyrus, O. It strikes me that the headline of the ad—"Your Local Hardware Merchant Is a Garden Hose Expert"—would be improved if it were bull's-eyed squarely at Pacific Coast readers. Possibly the increase in effectiveness would be only slight, but it is the sum total of slight differences that counts in the creation of a superior advertisement. There are two things about the Swan advertisement I like very much: (1) each of the five styles of plastic hose illustrated is plainly priced in bold red ink, and (2) each is guaranteed in writing for periods ranging from 5 to 15 years, the duration of the guarantee depending on the price. This makes good salesense. But I do think the copy would have been more interesting if it had been pitched squarely at Pacific Coast readers.

It has always seemed to me that the community or area in which a people live might affect their attitude toward a product. In high-altitude areas such as New Mexico, for example, most recipes that appear in national magazines won't work. Yet every now and then I find in New Mexico newspapers national food ads featuring recipes planned for sea-level kitchens. Several years back, under Ayer, the Ford car did a lot of localizing in newspaper copy. Brakes, for example, were stressed in cities like Pittsburgh and San Francisco. In coastal cities the copy featured the durability of the Ford baked enamel finish and its resistance to salt air. Ford victories in mountain climbing and endurance contests were played up in newspapers circulating throughout mountain areas.

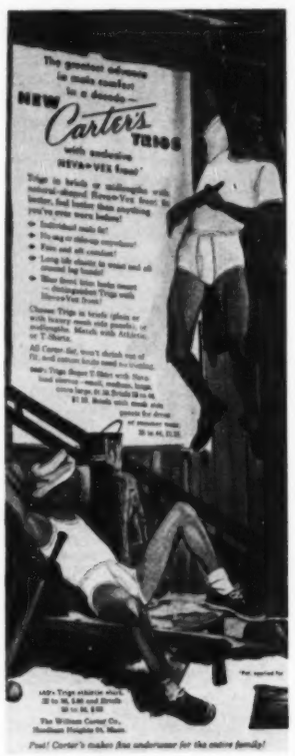
I hold to the notion that returns from direct mail campaigns could be stepped up considerably if specialized appeals to specialized categories of people were more generally used. Yesterday I received a mimeographed letter from a New York publisher that sought to sell me one of the ubiquitous "how to relax" books. The letter started off as follows: "*Are you finding it harder and harder to relax after a typical workday in town? Seven or eight ruthless hours of high pressure—crowd-fighting, subways, milling taxicabs, a wild dash to catch the* 5:15. . .?" And me living in little old sleepy Santa Fe! I have no doubt that thousands of these letters went to men living and working in quiet non-urban communities; if so, this publisher need look no further for one important reason his selling cost per book was so high. I seem to be on every mailing list in the country, and at a rough guess I'd say that at least half of the stuff I receive is ill-suited to the area in which I live.

Selectivity, as I've said in this column many times before, describes with a single word one of the greatest principles in the art of selling.

The Creative Man's Corner . . .

The Well-Dressed Man

One weekend this Spring, as we were painting the window box outside our apartment, we slipped—but quite fortunately got our right arm caught in the venetian blind cord and hung there, four stories in the air, in our underwear. Under any other circumstances, we might have been embarrassed—say if it had happened five months ago and we had been observed in red flannels. But in our new Carter's Trigs, to which we changed at 7:30 a.m. on March 21, we felt, undoubtedly were, the cynosure of all eyes.



Hanging there, waiting for the arrival of the fire department with hook and ladder, we found ourselves being especially grateful for Carter's NEVA-VEX front (Pat. applied for). We were in turn grateful for individual male fit (much more sporting) no sag or ride-up anywhere, fore and aft comfort, long-life elastic in waist and all around leg bands (saved us from being arrested for indecent exposure,) and the blue front trim that looks smart and distinguishes Trigs with NEVA-VEX front.

While our entire life—or a reasonable facsimile thereof—passed before our mind's eye, we couldn't help reflecting how much better it would be to be found a corpse on the sidewalk far below attired in the greatest advance in male comfort in a decade than in plain, ordinary boxer shorts purchased at 6% less in Macy's basement. If it had been later in the season we would have been no less gratified to be caught in mid-air wearing briefs with mesh side panels for dress or summer wear. In fact, being not only extremely brand conscious but also slightly exhibitionist, we were vastly disappointed when the fire department—summoned by our wife, who never did understand us—arrived much sooner than we ever expected.

Study Your Mathematics: INCREASED Mailings May Be Answer to Higher Postal Rates

By Edward N. Mayer Jr.
President, James Gray Inc., New York
and
Robert Stone
Vice-President, National Research Bureau, Chicago

Advertising and business executives concerned with the creation and production of successful direct mail advertising and selling programs must, of necessity, be students of psychology, of the graphic arts, of advertising techniques and of economics.

And if that isn't enough, the 50% increase in the minimum third class postage rate heaps the need for still more study—in the realm of mathematics—on the shoulders of the already over-burdened executive.

This discussion (pedantic as it may be) of *direct mail mathematics* in its relation to direct mail profits should underscore the importance of proper allocation of costs and may very well cast a new and shining light on the significance of volume mailing.

Here are facts and figures that *may* help you overcome the effect of the postal rate increase. Indeed, you may—by applying these mathematical solutions to your own direct mail problems—be able to increase your profits beyond their rate prior to the postage rise.

Accounting for a Hidden Cost

Since the third class postage rate increase became law, there has been an endless flow of talk about its effects, pro and con. The effect on direct mail costs will be considerable, naturally, but there is another cost item which probably has an even greater effect on direct mail profits; and that cost is *overhead*.

Many mailers neglect to figure overhead as a part of direct mail selling costs. Yet, overhead is a hidden cost that often makes direct mail selling prohibitive in small scale. Overhead is less important to the mass mailer, but its effect should not and cannot be ignored.

Let us take the hypothetical case of the mailer who is paying salaries of $1,000 a month to creative personnel concerned only with direct mail, to demonstrate this point about overhead. In actual practice, accrued charges for rent and light might well be added, but salaries will serve to demonstrate the important principle involved. Chart I illustrates what happens to the hidden cost of overhead as the size of the operation increases and decreases.

Chart I

CREATIVE OVERHEAD CHARGED TO DIRECT MAIL ON A PER M BASIS

Direct Mail Creative Personnel Salaries per Month		Number of Pieces Mailed per Month	Overhead Cost per M
Department Head	$600.00	10,000	$100.00
Clerks	400.00	25,000	40.00
		50,000	20.00
		75,000	13.33
Total per month	$1000.00	100,000	10.00
		150,000	6.66

Obviously, there will be some point in the expansion of operations at which the number of direct mail personnel and their salaries will also have to be increased. But it seems entirely reasonable to assume that the same personnel, as in the case of our hypothetical mailer, could handle the creative work on 150,000 pieces as readily as on 10,000.

Thus, the mailer can reduce his cost *per thousand pieces* by $93.33 if he mails 150,000 pieces per month instead of 10,000!

But it isn't quite as simple as it sounds. There are, in fact, several serious considerations to be taken into account. First is the nasty question of the urgent need for additional capital as, if, and when the number of mailings is increased. Then comes the even bigger problem of the availability of additional markets (lists, if you prefer) that can be circularized and bring in orders at the same relative rate of "profit." But even in the face of those two big "buts" this first simple exercise in direct mail mathematics should show you the merits and value of a new approach to the cost and profit picture of direct mail.

Postage Up! Mailings Down?

Too many mailers have stated glibly they will reduce the volume of their operations to offset the increase in postage rates. On the surface, this may be taken as a logical step. But simple mathematical analysis may point the way to an entirely different solution—profitwise.

Most of the discussion about reducing direct mail volume centers on the question of "marginal" lists. The mailers who intended to slash their direct mail quantities contend that their marginal lists—the lists on which they show only a slight profit or just manage to break even—can be dropped from future operations and that the resulting cut in total mailing costs will take care of higher postage rates.

True enough, a "marginal" list showing only $2 profit per thousand names mailed before the postal increase, will show a loss of $3 per thousand now. It *seems* the mailer must either eliminate this list to hold down his total selling expense, or he must consider raising his selling price.

Chart II

DIRECT MAIL OPERATION PRIOR TO POSTAGE INCREASE

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost (34% of Sales)	Cost of Mailing (5¢ ea)	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	$ 2,500	$ 4,894	$ 5,000	$12,394	$14,394	$2,000	$20.00
Secondary	400,000	10,000	17,000	20,000	47,000	50,000	3,000	7.50
Marginal	300,000	7,500	12,106	15,000	34,606	35,606	1,000	3.33
	800,000	20,000	34,000	40,000	94,000	100,000	6,000	7.50

Chart III

DIRECT MAIL OPERATION AFTER INCREASE IN POSTAGE

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost (34% of Sales)	Cost of Mailing (5½¢ ea)	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	$ 2,500	$ 4,894	$ 5,500	$12,894	$14,394	$1,500	$15.00
Secondary	400,000	10,000	17,000	22,000	49,000	50,000	1,000	2.50
Marginal	300,000	7,500	12,106	16,500	36,106	35,606	(500)	(1.67)
	800,000	20,000	34,000	44,000	98,000	100,000	2,000	2.49

Parentheses ( ) indicate loss

■ Now, let's follow our arithmetical approach to a sensible solution. And, to do justice to the problem, let us establish another hypothetical case. This mailer cannot increase his selling price. For further refinement of the problem, let us assume he has reached the ultimate in creative ability—that his mailings already produce the utmost in returns and his production costs for direct mail have been cut even further than the bone.

To find out what this mailer may or may not do in the face of a 50% increase in third class postage rates, we'll supply a set of figures for our mathematical analysis:

Number of pieces mailed in year ending July 1, 1952 . 800,000
Gross Sales $100,000.00 (100%)
Overhead 20,000.00 (20%)
Cost of Product .. 34,000.00 (34%)
Direct Mail Cost — prior to rate increase @ $50 per M ... 40,000.00 (40%)
Profit 6,000.00 (6%)

Our mailer shows a profit of $6,000 on 800,000 pieces of mail; an average of $7.50 per thousand on the over-all operation . . . 6% profit on gross sales.

■ But all lists are not equally productive. Some are far more profitable than others. In the case of our hypothetical mailer, we have information to show that he, like many an actual mail user, operates with three groups of lists, each with its own average profit per thousand pieces mailed—before the postage increase. The actual scale of profits in this hypothetical case is shown is Chart II.

Here, in order to get a valid picture of the productive and the marginal lists, we must extend our mathematics to take in the hidden cost, *overhead*, and the cost of the product. Applying what we have learned from the analysis of overhead in Chart I, we know that overhead can be allocated among the three groups of lists on the basis of their quantity. Our figures show we're working with $20,000 overhead on 800,000 pieces or $25 per thousand pieces mailed.

■ The cost of product varies too, but it must be allocated in terms of gross sales. Chart II shows the breakdown of cost of product for each group of lists—where cost of product represents 34% of gross sales as shown in the basic set of figures.

Chart II now gives us a complete review of the hypothetical mailing operation prior to the increase in third class postage rates.

This detailed analysis includes, of course, the direct mail selling expense, which is established by our hypothetical mailer as $50 per thousand pieces. This includes postage at third class rates before July 1, 1952.

From Chart II we see that the third, or marginal group of lists brings a profit of only $3.33 per thousand pieces mailed. Obviously, this profit will turn into a loss if we increase the mailing cost by $5 per thousand. Yet this is precisely what our mailer faces when the postage increase takes effect.

Chart III gives the plain facts. Overhead and cost of product remain the same; gross sales are unaffected. The cost of mailing jumps from $50 per thousand pieces to $55 because of the 50% increase in third class postage.

What Can Be Done?

As shown vividly in Chart III, our hypothetical mailer must do something. His profits are slashed by the half-penny hike in postage. Shall he eliminate, as many mailers plan, the marginal group of lists, and thereby reduce his total outlay for direct mail? Will this fool the postmaster? . . . or the mailer?

Unfortunately, our mailer probably won't reduce his overhead by merely reducing the volume of his direct mail. Whether the per thousand allocation of overhead goes up or down, the total overhead cost, almost without exception, will remain constant.

He may think that by eliminating the 300,000 marginal names from his mailing schedule (after the postage increase goes into effect) he'll save, at the very least, the loss on that part of his mailing and still show a $2,500 profit on his better lists. He may anticipate a drop in gross sales but knowing that his product cost will remain constant, optimistically assume he'll still come out ahead of the game. But, sad, sad disillusionment will

Chart IV

EFFECT OF ELIMINATING MARGINAL LISTS AFTER POSTAGE RATE INCREASE

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost (34% of Sales)	Cost of Mailing (5½¢ ea)	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	$ 4,000	$ 4,894	$ 5,500	$14,394	$14,394	——	——
Secondary	400,000	16,000	17,000	22,000	55,000	50,000	($5,000)	($12.50)
	500,000	20,000	21,894	27,500	69,394	64,394	(5,000)	(10.00)

Parentheses ( ) indicate loss

come when he applies some more mathematical thinking, as illustrated in Chart IV.

The mailer now plans to send out 500,000 pieces instead of 800,000. But due to the influence of the formerly ignored overhead cost, the 500,000 volume will be mailed at a higher per thousand rate. This cost, together with the inescapable increase in postage, brings us to this startling conclusion: *It may be suicidal for some mailers to reduce the scope of their operations in a vain attempt to beat the increase in postage!*

Take a moment to review our arithmetic up to this point, before we show our hypothetical mailer how it may be possible to avoid bankruptcy. The initial effect of the 50% increase in third class postage rates is a drastic blow at profits. The solution proposed by many mailers—elimination of all but the most productive lists—does reduce the cost of operations, but at the same time may wipe out all profits and leave a substantial loss, unless overhead is reduced proportionately.

Does this mean all direct mail will cease to be profitable? Of course not! We're dealing with assumed figures, and only those cases where prices cannot be increased nor results stepped up by better direct mail produced at a lower cost. However, there may be wisdom in putting paper and pencil to work on your own problem—to prove the need for mathematics in your own direct mail.

Try The Other Extreme

Now we've brought our hypothetical mailer up against a blank wall, and it's up to us to try to find a way around for him. Suppose we turn not in the direction of reducing operations, but the other way toward expansion!

Let's try to show this mailer how to remain in business at his usual rate of profit by stepping up his volume! Let's see what happens if the quantity of marginal lists is doubled. *Of course, we're dealing in mathematical theory at this point by assuming the market can be expanded . . . that twice as many names can be found that will match in productivity the original $3.33 profit per thousand pieces shown in Chart II. We're also assuming that sufficient capital is available to carry the cost of several mailings —and that overhead will not be increased by the increased volume.*

At this point you're probably saying to yourself that if circumstances were such as to make it feasible to increase operations with marginal lists under the new mail rates it would also have been very smart (in fact even smarter) to do so under the previous rates. Be that as it may, let us also assume that although it could have been done, it wasn't done—and that a drop of spilt milk saved now is worth a whole bottle of spilt milk that is past saving. Based on those assumptions, Chart V has the answer for our mailer.

Chart VI

EXTENT OF EXPANSION REQUIRED TO MAINTAIN ORIGINAL DOLLAR PROFIT

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost	Cost of Mailing	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	$ 2,058	$ 4,892	$ 5,500	$12,451	$14,394	$1,943	$19.43
Secondary	400,000	8,237	17,000	22,000	47,237	50,000	2,763	6.41
Marginal	471,400	9,705	19,023	25,927	54,656	55,950	1,294	2.75
	971,400	20,000	40,915	53,427	114,344	120,344	6,000	6.18

Chart VII

DIRECT MAIL OPERATION WHEN MARGINAL LISTS ARE INCREASED TO BREAK-EVEN POINT

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost	Cost of Mailing	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	$ 2,334	$ 4,892	$ 5,500	$12,726	$14,394	$1,668	$16.68
Secondary	400,000	9,336	17,000	22,000	48,336	50,000	1,664	4.16
Marginal	357,000	8,330	14,406	19,580	42,316	42,368	(52)	——
	857,000	20,000	36,298	47,080	103,378	106,762	3,384	3.95

Parentheses ( ) indicate loss

sales are pushed up while overhead, the cost item we've brought to light, decreases on a per thousand basis.

True there are a number of qualifications, previously stated. The mailer must have the additional capital to mail 1,100,000 pieces as well as the additional markets. He must be able to turn out the product at a relatively stable cost. He must not increase his creative overhead.

But, if all these considerations can be met, it becomes possible and even practical to increase the volume of the direct mail operation.

On The Practical Side

While we're still on a somewhat theoretical approach to these problems in direct mail, we can explore the question of maintaining the same dollar profit for our hypothetical mailer by finding the degree of expansion that objective requires.

If we are to arrive at a sound formula that will tell us the additional number of pieces that must be mailed (in the marginal group) and if we are to hold the same total profit as before the postage increase, let us take another look at the business statistics we are employing:

	Primary	Secondary	Marginal	Total
Volume of Mail	100,000	400,000	300,000	800,000
Revenue per M	143.94	125.00	118.68	125.00
Gross Sales	14,394.00	50,000.00	35,606.00	100,000.00
Overhead	2,500.00	10,000.00	7,500.00	20,000.00
Cost of Product	4,894.00	17,000.00	12,106.00	34,000.00
Mailing Cost @ $50	5,000.00	20,000.00	15,000.00	40,000.00
Total Cost	12,394.00	47,000.00	34,606.00	94,000.00
Profit	2,000.00	3,000.00	1,000.00	6,000.00

Chart V

EXPANDED DIRECT MAIL OPERATION AFTER POSTAGE INCREASE

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost	Cost of Mailing	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	$ 1,818	$ 4,894	$ 5,500	$12,212	$14,394	$2,182	$21.80
Secondary	400,000	7,273	17,000	22,000	46,273	50,000	3,727	9.32
Marginal	600,000	10,909	24,212	33,000	68,121	71,212	3,091	5.16
	1,100,000	20,000	46,106	60,500	126,606	135,606	9,000	8.19

Chart V gives the facts and figures: the expansion of the direct mail program not only offsets the increased postage cost, but actually boosts the profit in this hypothetical case from 6% (Chart II) to 6.6% (Chart V). Doubling the quantity in the marginal lists gives a total mailing operation of 1,100,000 pieces at $55 per thousand for cost of mailing subsequent to the postage increase. Note that gross

The problem here is to arrive at a formula that will guide us to the exact number of additional pieces in marginal lists to be mailed in order to maintain a $6,000 total profit on the direct mail operation. At this point, we must assume that additional marginal lists will produce returns at the same rate as the 300,000 names already being used by our hypothetical mailer.

Study of the information we have leads to the following simple formula:

Amount of Total Increase in Mailing Cost after July 1, 1952 ..... $4,000
divided by
Revenue per M on Marginal Lists 118.68
— Mailing Cost per M after increase in postal rates ..... - 55.00
— % Cost of Product x Revenue per M on Marginal Lists - (.34 x 118.68) ..... - 40.34 23.33
equals Additional Volume of Marginal Lists (in thousands) ... 171.4
or 171,400 additional pieces

Applying this formula to over-all operations, Chart VI gives a complete illustration of the direct mail program required to maintain the original *dollar* profit after the postage increase takes effect.

Q. E. D.

Thus, in two examples, Chart V and Chart VI, we have shown the potential widsom, if it is possible under existing conditions, of increasing direct mail operations to offset the rise in postage, rather than reducing them.

It is clear that the contributing factor is the proportionate variation in overhead among the different groups of lists. Although the total amount of overhead is a constant cost, the increased use of marginal lists tends to decrease the allocation of overhead in the primary and secondary lists, with those lists showing an increased profit as the result.

■ Carrying this mathematical reasoning one step further, it is possible to show that our hypothetical mailer can effectively protect his profit on the primary and secondary lists by increasing his volume of marginal names—even if he can only break even on the latter group.

By substituting overhead in place of the increase in mailing cost, we can determine the minimum mailing necessary to break even on an expanded volume of marginal lists. This change in our previous formula is expressed as follows:

Total Amount of Creative Overhead $20,000
divided by
Revenue per M on Marginal Lists $118.68
— Mailing Cost per M after increase in postage rates ..... - 55.00
— % Cost of Product x Revenue per M on Marginal Lists - (.34 x 118.68) ..... - 40.35 23.33
equals Minimum Volume of Mailing (in thousands) 857
or 857,000 pieces
equals an Increase in Volume on Marginal Lists of 57,000 pieces

Chart VII demonstrates the effect of this increase on the over-all operation. Although we now have reached a break-even point on marginal lists, we are still protecting the profit on the primary and secondary lists.

Practice vs. Theory

Our arithmetic has thus far established a definite trend of thought that may be summarized as follows:

If the normal direct mail operation is continued after the increase in postage rates, the result will be a drastic slash in profits.

If marginal lists are eliminated from the direct mail operation as a means of offsetting increased postage costs, the over-all result may be an end to profits and a substantial loss.

If the volume of marginal lists is increased, the result will tend to protect the profits derived from primary lists and may actually add to profits.

Our hypothetical mailer will probably agree with this theory, but he will raise a final—and a very important—question. "How," he may ask, "can I expand my volume when I'm already using every available name that will produce at the marginal rate I consider acceptable?"

■ The answer to this question may very well be found in an application of the formula that determines the minimum volume required to break even on marginal lists. In this case, the mailer might take the following steps:

Dig more deeply than ever before to find additional *marginal* and *even sub-marginal lists.* A group of lists that will produce even a smaller revenue per thousand pieces mailed than the original marginal names may be the ultimate solution to his problem.

The fact that these lists are *sub-marginal* in character does not rule them out of the program, as our mathematics will demonstrate. Our mailer's next step, after finding the lists, is to test them—to determine precisely the amount of revenue they will produce.

Then, knowing the revenue per thousand on these sub-marginal lists, the mailer can use the formula to determine how many sub-marginal names must be mailed to achieve a break-even result on their use.

Let us assume that the test of the avail-

Chart VIII

EXPANDED DIRECT MAIL OPERATION USING SUB-MARGINAL LISTS

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost	Cost of Mailing	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	$ 2,000	$ 4,894	$ 5,500	$12,394	$14,394	$2,000	$20.00
Secondary	400,000	8,000	17,000	22,000	47,000	50,000	3,000	7.50
Marginal	300,000	6,000	12,106	16,500	34,606	35,606	1,000	3.33
Sub-Marginal	200,000	4,000	7,726	11,000	22,726	22,726	——	——
	1,000,000	20,000	41,726	55,000	116,726	122,726	6,000	6.00

able sub-marginal lists indicates a revenue of $113.63 per thousand pieces. Putting this into the formula, as it applies to our hypothetical case:

Total Overhead	**$20,000**
divided by	
Revenue per M on	
Sub-Marginal Lists ...	**113.63**
— Mailing Cost per M after increase in postage rates	**- 55.00**
— % Cost of Product x Revenue per M on Sub-Marginal Lists	**-(.34 x 113.63)**
	20.00
equals Miminum Volume of Mailing (in thousands) . **equals**	**1,000**
or 1,000,000 pieces	

From this solution our mailer learns he can sensibly increase his total volume to 1,000,000 pieces, even though the new lists he used are less productive than his marginal lists have been. His mailing program now consists of the following elements:

	revenue per M
100,000 pieces in Primary lists at....	$143.94
400,000 pieces in Secondary lists at	125.00
300,000 pieces in Marginal lists at..	118.68
200,000 new added Sub-marginal lists at.....	113.63

In Chart VIII, we see the complete illustration of the direct mail operation, including the sub-marginal lists. As indicated by the working out of the formula, results on the new lists are at the break-even point—but they are the means of protecting the profits derived from the other lists.

■ These then are the mathematical facts of the case. They're accurate and true . . . and they are worth remembering for one important reason. If you're figuring your direct mail costs accurately and including all of the charges you should, you can't arbitrarily reduce the size of your mailings and still hope to make a profit . . . unless at the very same time you reduce your overhead proportionately.

Because that is usually pretty much impossible, direct mail mathematics may "force" you to do the extra digging and searching for new markets and new ways to sell your product or service, that you should have been doing ever since you've been in business.

It is, as we all know so very well, a great truism that necessity is the mother of invention.

An honest study of the mathematics of your direct mail operation won't automatically solve any problems for you—but it may very well start you well on the road toward the "invention" of a satisfactory and profitable solution of the postal rate increase problem!

Tips for the Production Man . . .

Handy Gadget to Test Type Surprinting

By Kenneth B. Butler

In his hurried and harried life the production man needs every mechanical aid he can lay his hands on to help him save time and money. As every advertising production man knows, type overprinting a screened tint block (black or two colors) can go sour if the screen is too coarse or if the type is too small or of a delicate sculpture.

A tool has been introduced, called the Surprint Guide, which at small cost can save re-makes of cuts or improve the appearance of type or line drawings surprinted on engraved screens. The Surprint Guide is handy, 8½x11", with varying screens and varying tint percentages printed on a heavy, transparent acetate sheet. The production man pre-tests his copy by placing the guide over type specimens or line drawings to check the distortion effect of the screen.

He selects the screened square on the Guide which is the same as the screen he uses for the paper to be printed upon. Within this desired screen he has a choice of five tints, ranging from a 10% tint up to 50% tint.

The device may be used in several ways. One is to check his choice of type or drawing for distortion and if necessary shift to a more suitable typeface. Another is to check over-all contrast of copy against each of the five options offered. A third use is for determination of the screen of a halftone or screened tint block (a pattern appears in the test panel if the screen being identified is different).

■ The gadget could be useful to layout men, artists, typographers, production men, printers, and photo engravers. It should avoid make-overs and resetting of type due to a "guess" selection, and the lost time and expense that goes with flying blind in such matters.

We are informed that the Surprint Guides may also be procured with firm name imprints as promotion give-aways by printers, typesetters, and engravers.

Address of the Surprint Guide: P. O. Box 1738, Grand Central Station, New York 17, N. Y.

The Price: $2.80 each purchased singly, or two for $5, three to fifty at $2.40 each, and less in larger quantities.

Employe Communications . . .

Advertising Gets Out the Voters

By Robert Newcomb and Marg Sammons

People in the field of communications—whether it's externally to the public or internally to the employes—are shouldering a load between now and November. There is a growing demand on the part of their bosses for a record vote this year. Advertising already has cast itself in a major role, through the shirtsleeves working alliance between the American Heritage Foundation and the Advertising Council. If you are not a part of this campaign, you should be.

Advertising, in its local applications, seems to be bearing fruit where people know how to plant the seeds; a good example is in Columbus, O., where the Farm Bureau Mutual Automobile Insurance Co. and affiliated companies are taking a cue from national advertising. They use advertising to hustle people to the polls.

The company is doing something different with its radio commercials. The sponsor in so doing takes a tip from Dr. Ernest Dichter, psychologist and consultant to advertisers, who holds that the way to get citizens to vote is to sell them on the idea just as you would sell them toothpaste and soap. The city of Portland, Me., asked Dr. Dichter to apply his formula to Portland voting in 1948, and the application of his recommendations raised voting by more than 33%. Dr. Dichter simply suggests that we should stop telling voters that it's their duty to vote. Sell them instead, he says, and he points out that nobody wants to do things that are a "duty." He suggests that we stop talking about how few people vote—this gives the non-voter an "out" and makes those who do vote feel self-conscious. Dichter suggests that voting must become a pleasure.

John Kelley of Mumm, Mullay & Nichols, account executive for Farm Bureau Insurance, has tried his capable hand at voting commercials. Here is one used prior to the May primary in Ohio:

"Tuesday, May 6, is 'get-together day' in your neighborhood and you're invited. Yes, it's the big day when all your friends and neighbors will be meeting at the voting booth to cast their primary ballots. And if you're wondering about the turnout. . .well, most everybody's going to be there because the way it looks now, this will be the biggest primary election in Ohio's history. And besides the fun you'll have chatting with old friends, you'll get a real thrill out of slipping behind that curtain and taking your good old time to mark the ballot the way you please. Yes, here's one time when you're the boss—when you can get a lot of complaints off your chest or throw a lot of bouquets by marking those X's beside the names of your favorite candidates. So make a note . . .to get out and vote. . .on May 6. And when you do, take a friend along to vote, too! That's Tuesday, May 6—primary election day in Ohio. Polls will be open. . ." etc. etc.

■ David Marshall, Farm Bureau's public information director, reports that the commercials caused a stir in civic club and political circles. The League of Women Voters is looking into the system, and one of the political parties is probing into the voting commercials, which will be revived, of course, in November.

The idea of giving the process of voting the carnival touch will make some of the boys in the back room choke on their bourbon. This alone might make the commercials worth the money they cost.

The Eye and Ear Department . . .

Quality Counts

Despite the fact that "Lights Out" (NBC-TV, Monday nights from 9 to 9:30) contains three commercials for Ennds chlorophyll tablets, a certain degree of odor still manages to get through. It is an odor of short-cuts in writing, production and direction, taken to circumvent the increasingly high costs of TV programs.

With more and more programs of this type being put on film, the trend to film seems fairly marked and growing in strength. However, with the possibility of the advertiser's eventually recouping his investment through lease of the film for future use by other advertisers, it does seem, at least to this reviewer, that a little more quality than is now being bought could be afforded. In the automobile field, don't Cadillacs have a higher and longer resale value than Kaisers, Nashes and Studebakers? Why not a few more Cadillacs on TV?

For the audience attracted, of course, Ennds undoubtedly gets its money's worth. The commercials are plenty persuasive and not objectionable, as commercials about deodorants sometimes tend to be. Chlorophyll is introduced as a logical scientific development following in the wake of sulfa and penicillin. It is, of course, no germ or virus killer and is much more easily and readily obtainable than either sulfa or penicillin, but this is pardonable license. The inevitable nurse, and lovers separated by B. O. also appear, but these are about the only commercial cliches that do appear. Ennds is also careful to register its name on the viewer—not only by a flashing *Ennds* which appears on an enlarged tablet on the screen but by the announcer's enlightening you on why Ennds are called Ennds—they *end* odors. This may hardly seem a stroke of genius, but in a field where the word "fresh" could be said to plug a chlorophyll product called Freshies and the word "stop" to plug still another called Stoppers, an advertiser undoubtedly has to be careful in this respect. Some unscrupulous chlorophyll manufacturer one of these days will probably throw the whole field into a tizzy by calling his product Chlor-o-phil.

ENNDS SHOW—*Murvyn Vye in "The Pit," supernatural mystery produced recently on "Lights Out" (NBC-TV).*

Who Sold the Product?

"I" said Copywriter.
"With my adjectives afire,
I created the desire!"

"I" said Art Director.
"With my canny sense of layout
I caused customers to pay out!"

"I" said Market Research.
"With the aid of fact and figger,
I made sales concretely bigger!"

"I" said Sales Promotion.
"With my merchandising magic,
I made competish look tragic!"

"Hey!" said Joe Consumer.
"Everybody seeks the plaudit
For the SALE. . .but, friends,
I BOUGHT it!"

PAUL R. BARNES,
Meldrum & Fewsmith Inc., Cleveland.

Redden of Motorola Answers His Critics

Defends His Views on Speculative Presentations in Separate Letters to Four Agency Principals

Once again this week ADVERTISING AGE acts as a forum in the speculative presentation debate. It all started when Ellis Redden, advertising director of Motorola Inc., stated the case for speculative presentations in a strongly worded statement which AA reprinted in full (AA, May 26). As was to be expected, several admen took issue with Mr. Redden, and in its June 9 issue AA printed letters from, among others, Louis N. Brockway, executive v.p. of Young & Rubicam and board chairman of the American Assn. of Advertising Agencies; H. H. Ohlmacher, v.p. of Meldrum & Fewsmith; H. H. Hutzler, president of Hutzler Advertising Agency; and Allan J. Copeland, president of Allan J. Copeland Advertising.

Mr. Redden has answered each of his critics with an individual letter, and AA herewith reprints extracts from these replies.

To Mr. Brockway he wrote:

. . . I should like to take this opportunity to give you some of our reasons for approaching the agency selection in the manner in which we did and also answer some of the points you raised in the letter you submitted to ADVERTISING AGE.

E. L. Redden

First, I should like to make it clear that we did not ask the agencies who were soliciting our account to submit "campaigns."

To the question often asked of me—"how should we present our services?"...I replied—"That's up to you—if you want to show a brochure of client campaigns, okay; if you wish to make a flip chart presentation—that's up to you... however, we are vitally interested in improving our retail cooperative advertising layouts and copy—if you want to show us how you believe TV ads can be improved, that would be helpful. You (the agency) take it from there!"

■ We were not trying to get a "free ride" from many agencies coming up with a complete program for our fall line introduction. We knew that to have an agency staff adequately informed about our new products they would have to have a great deal more information, and an opportunity to dig for facts and product information.

This, of course, was covered in the seven days of constant application we gave to the indoctrination of the Ruthrauff & Ryan staff after their appointment.

The new agency will be making copy and market research and media investigations for us which we expected would be done by any agency selected, the same as Mr. Whedon stated that your organization would do for us if you obtained the account.

■ However, the fact that we finally chose Ruthrauff & Ryan is not proof of the statement you made that "the agency they chose is one with which they were already doing business, since Ruthrauff & Ryan has been handling the radio and television advertising for Motorola for some time.

"This seems to me to demonstrate very clearly that the advantage which Ruthrauff & Ryan had, knowing the account, knowing the personnel, being familiar with their problems, was an advantage that could not be overcome by any amount of speculative work no matter how brilliant it was."

Undoubtedly you are aware that the Ruthrauff & Ryan office in Chicago is the western division headquarters and is a complete unit, separate from New York. Furthermore, the principals and staff personnel with whom we talked from the Chicago office, who worked on the preliminary investigation of our business and made the presentation, were as new to the Motorola account activities as your Chicago office group would have been.

■ The New York staff of the radio and TV department was not in on my presentation to the agency, or theirs to us, nor did they participate in any of the ideas developed by the Chicago staff.

Thus, your supposition that "Ruthrauff & Ryan was preparing plans for an account with which they were thoroughly familiar" is not true, as I stated. Nor is it true that the New York office was totally familiar with our plans for this spring and fall, as they had not been working on any programs with us since last year.

They were in contact with us on the possibility of the development of another TV show, but had not participated in our planning or copy developments since then, because Gourfain-Cobb was the agency who had been working with us on printed media and collateral material.

■ You also stated that I knew Ruthrauff & Ryan well and through practical working experience—"He knew their facilities and their personnel." Again, I must refute your supposition, because I had never met the staff in the Chicago office.

It was understood by the principals of Ruthrauff & Ryan's New York office and Chicago office that their Chicago office representatives were being treated as independently as any other agency who was soliciting our account.

I had informed all other agency principals of this situation and had stated that because Ruthrauff & Ryan had our radio and television business, *did not secure for them any advantage* or disadvantage in procuring the other package of our advertising activities.

Ruthrauff & Ryan was not selected entirely upon the presentation, or ideas or other material submitted, but also as you stated in your closing sentence, we took into consideration the degree of enthusiasm and satisfaction expressed by the clients of that agency.

■ We realize that they may or may not come up with a world beater of a campaign in the short two months we have ahead of us before our fall program is to be introduced. It is realized that in the "marriage," just as Mr. Eldridge of General Foods stated, "that it takes a time of living with for the agency to become sufficiently familiar with the client's business and its problems, for it to function intelligently."

Each agency was given the opportunity to find out whatever was desired about the company policies, product, selling features, distribution problems, etc., and could delve into other facts which could be gleaned from the outside.

We realize that this did not give the full and complete picture, but it did show the resourcefulness of how each agency could dig for facts and how they would interpret them in the promotion of our particular product.

Furthermore, as most agency principals stated that their opinion of television [set] advertising was such that there could be a great improvement in it, and as they were familiar with the product, the media, and how they would impress the public, it gave many of them a chance to point up their preconceived ideas as to what should be done about television advertising.

■ In short, to sum up my statements about Ruthrauff & Ryan in relation to this matter, it seems to me that while from a *de jure* standpoint it could be said that Ruthrauff & Ryan was not making a speculative presentation (since we were a client of that corporation), and that from a *do facto* standpoint (with special consideration to my statements above and the local Ruthrauff & Ryan personnel making this presentation), it is clear that their presentation was truly as speculative as that of any of the agencies considered.

Mr. Brockway, I do not think that our method of selection was wrong, nor have I failed to prove that Ruthrauff & Ryan did not obtain the account because of previous working knowledge through their New York office association with us.

■ To Mr. Hutzler he wrote:

In reply to your question about "who pays the bill? Motorola doesn't, they played it safe"—I would like to remind you that we may appear to have "played it safe" and questioned the ability of the agencies as to what they could do for us . . . only because we, too, would be "gambling" millions of dollars this year and the next and thereafter with an agency who would develop the best or might possibly not come up with good merchandising and advertising programs.

Why shouldn't a client have every reason to ask in advance, what an agency which will make $300,000 to $500,000 a year off the account, will do in the way of spending the client's money to get the best results for the client?

■ I do not see why the cost of a speculative presentation to a prospective client should be added as part of the burden carried by the existing clients of the agency. Such cost for obtaining new business should be part of the overhead, or out of the profits of the agency. It should not increase the charges to the point where the client would "wonder why the agency costs were so high."

When specific assignments beyond that of the preparation of ads and other agreed-upon work are performed within the framework of the agency commissionable fee, it is my understanding that other jobs are done at a cost plus fee basis, again at the commissionable rate.

Therefore, I can't see where expenditures to get new business should be loaded on present clients!

■ I do not think your analogy of building a special set for one customer in competition with 11 other manufacturers is quite the way to make a comparison. Our salesmen have to go to the retailers and sell our products in competition with 15, 25 or more brands.

We have to prove our ability to know how to make a television set and also have to generate new ideas that will help merchandise those sets. We have to pay for advertising space to help sell those sets through the ones who are going to buy them from us.

I can twist the analogy around and say that an agency has to do something to prove it can sell the services and ideas it can generate for that particular brand or client, —just as much as we as manufacturers have to do for the retailers—before a sale is made!

In support of the statements made by ADVERTISING AGE that "speculative presentations are made all the time," I think I can make reference to the fact that several years ago I had to go through the same situation of choosing a new agency and can advise you that at that time, *without request*—several reputable Four A's agencies made speculative presentations.

■ To Mr. Ohlmacher he wrote:

. . . In your reference to the opinion of the other 12 agencies who "speculated and lost." I think you will find that they felt we had given them every consideration and that evaluations were made upon a sound basis (on many points beyond the submission of any merchandising ideas) and I would welcome their opinions on our consideration of their approach to obtaining our business.

To Mr. Copeland he wrote:

. . . To your point No 3—as to "how many of the presentations were made by the agencies belonging to a group which officially frowns on such stupid practices?"—I would say that the majority of them were members of the Four A's. . .

ALWAYS A TRIANGLE—I. B. Kleinert Co., New York, has adopted a new triangular point of sale package for its Sava-Wave swim cap, designed by Alan Berni & Associates. According to the designer, the triangular shape of the package encourages continued product display even when a dealer's stock is reduced to one item. The old package and carton are shown in the upper right hand corner. The costs of the two cartons are about the same, according to Berni.

Appoints Richard N. Meltzer

Pacific Southwest Airlines, operating between San Francisco, Oakland, Los Angeles and San Diego, has appointed Richard N. Meltzer Advertising Inc., San Francisco, to direct its advertising and promotion. The agency will revise all promotional material for the airlines and "create distinctive new color schemes for PSA buildings and planes." Newspapers will be used principally, with some radio and television.

Serutan Moves Telecast

Serutan Co., New York, will present "Battle of the Ages" over CBS-TV starting Sept. 6 at 10:30 p.m., EDT, with a new emcee who is still to be selected. In the season just ended, the variety program was a DuMont attraction for the same sponsor. Franklin Bruck Advertising Corp., New York, is the agency.

Stock to Davis, Delaney

Raymond C. Stock, formerly manager of graphic arts for General Foods Corp., New York, has been named to the new post of assistant to the president of Davis, Delaney Inc., New York printer.

Ac'cent Renews Ad Drive in Magazines

CHICAGO, July 1—To further acquaint the public with Ac'cent, monosodium glutamate seasoning product, the amino products division of International Minerals & Chemical Corp. will use spreads this week in *Life*, *The Saturday Evening Post* and *Time*.

The ads will feature Ac'cent's shaker set—that is, containers for salt, pepper and Ac'cent—and will also tell a semi-institutional story on what Ac'cent is and how and why it improves food flavors.

The ads will be heavily merchandised to various grocery chains, department store food sections, food brokers and top retail and wholesale executives.

Batten, Barton, Durstine & Osborn is the agency.

Chicago PR Men Elect

Robert P. Carey, director of public relations of Bozell & Jacobs, has been elected president of the Chicago chapter of the Public Relations Society of America. Other officers elected are J. J. Gerber, v.p. of Northwestern University, 1st v.p.; Hale Nelson, v.p. of Illinois Bell Telephone Co., 2nd v.p.; Scott Jones of Gardner & Jones, 3rd v.p.; Sam L. Austin, director of public relations, Chicago Mercantile Exchange, secretary; Oscar Beveridge, director of public relations, Booz, Allen & Hamilton, treasurer.

Form Nelson, Day & Co.

Nelson, Day & Co., advertising and public relations agency, has been formed in Des Moines, with Richard V. Nelson and Wesley Day as partners. Mr. Nelson formerly was local general and picture magazine ad manager of the *Des Moines Register* and *Tribune* for 10 years. Mr. Day has been owner of the Wesley Day & Co., agency, for the past three years and formerly was a member of the news staff of the *Tribune*.

Milwaukee Admen Elect

Alphons J. John, director of advertising of Kearney & Trecker Corp., has been elected president of the Milwaukee Advertising Club. Other officers elected are John Reynolds of Scott Inc., agency, v.p.; E. R. Hanauer of Wisconsin Telephone Co., treasurer, and Vernon Mullen Jr., Miller Brewing Co., secretary.

Hamilton, Ont., Admen Elect

Howard J. McWhirter of Steel Co. of Canada has been elected president of the Advertising and Sales Club of Hamilton, Ont. Other officers elected are J. Edmond Gibb, Remington Rand Ltd., v.p.; Harold E. Dennison, Russell T. Kelley Ltd., secretary, and Gerald S. Chandler, Hamilton Community Chest, treasurer.

What kind of pressure creates the best advertising?

It usually isn't the pressure of time, or work —not client-pressure, not boss-pressure.

Nearly always it is simply the pressure a man puts on himself—the pressure to keep seeking a better way of doing something which is already being done well.

It is a pressure that is being applied every day, in every department of Young & Rubicam.

YOUNG & RUBICAM, INC.

ADVERTISING • *New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London*

Along the Media Path

• The current issue of *Building Supply News* carries a seven-page section on "What's Wrong with Dealer Advertising?" The retail ad picture is dissected by James D. Woolf, AA columnist, and Richard Grossman, conductor of a regular "Ad Clinic" in trade papers. A concluding article tells retail advertisers: (1) catch the reader's eye first and fast; (2) use a picture; (3) be brief; (4) sell one thing in a small ad; (5) tell the price; (6) aim your ad at a specific customer; (7) make your name count; (8) don't get discouraged.

• The 75th anniversary issue of the *New Orleans Item*, published June 10, was a 184-page edition. Among the special features were reprints of woodcuts by Lafcadio Hearn, articles by George Cable and the entire front page of the *Item* reporting the assassination of Sen. Huey P. Long.

• The *News & Courier* and *Evening Post*, Charleston, S. C., have moved from their old offices and are now being published in a new midtown plant.

• The *Daily News*, Rolla, Mo., celebrated its 75th anniversary and dedicated its new building on June 13. The new brick and concrete structure was built on the site where a previous home of the paper was destroyed by fire in 1939.

• The *Montana Farmer-Stockman* has completed a survey of the buying intentions of Montana's farm and ranch families in 1952. Results show 9.6% plan to buy a new car and 11.5% expect to buy a wheel-type tractor. Among the other fields covered are electrical appliances, plumbing equipment, clothing and food products. A total of 4,000 questionnaires were mailed and 1,075 were returned.

• A new English language newspaper, the *Daily Star*, has started publication in Beirut, Lebanon. The American-type paper is being distributed in Syria, Jordan, Iraq, Saudi Arabia and Persian Gulf Oil centers. The editor is C. B. Squire, former editor of the *Bulletin* in Wilton, Conn. Publisher of the Near East daily is Kamel Mrowwa, owner of *Al Hayatt*, leading Arab-English newspaper in Beirut.

• KMBC, Kansas City, Mo., is taking $1,000 worth of air time daily in a public service drive to get out the vote. The station is out to make its "Register and Vote" campaign the most successful in the nation. On one day alone, June 9, there were more than 6,000 new registrants in Kansas City.

• The National Assn. of Radio and Television Broadcasters reports there are now six state broadcasters' committees working on a "Register and Vote" campaign. The latest two were organized by the Illinois Broadcasters Assn. and the Maine Broadcasters Assn. The NARTB is backing the nationwide campaign in conjunction with the American Heritage Foundation.

• David Taft, managing director of WKRC, Cincinnati, says station billings in 1952 are running "well above any year since the war." National advertising accounts are up 65% over last year, with one of the biggest being a 1,000 spot announcement drive being run by General Mills between May 1 and September 1.

• L. C. Olmstead Jr. and Edward F. Dibble, two newspaper boys for the *Hartford Times*, have been awarded the first $3,000 scholarships given by the paper and the Gannett Newspaper Foundation.

• The *Fort Worth Star-Telegram* published a 24-page "Air Progress" supplement on June 8 to welcome the Bell Aircraft Corp. to the area. The occasion was the opening of Bell's new helicopter plant there. Local and national advertisers saluted Bell in their ad copy.

• KPIX, San Francisco, began telecasting July 1 with a new type antenna and transmitter from the summit of Mt. Sutro. The $100,000 development is expected to extend the station's range and cut down interference. Transmissions will be from a tower to be used jointly by KPIX and KGO-TV.

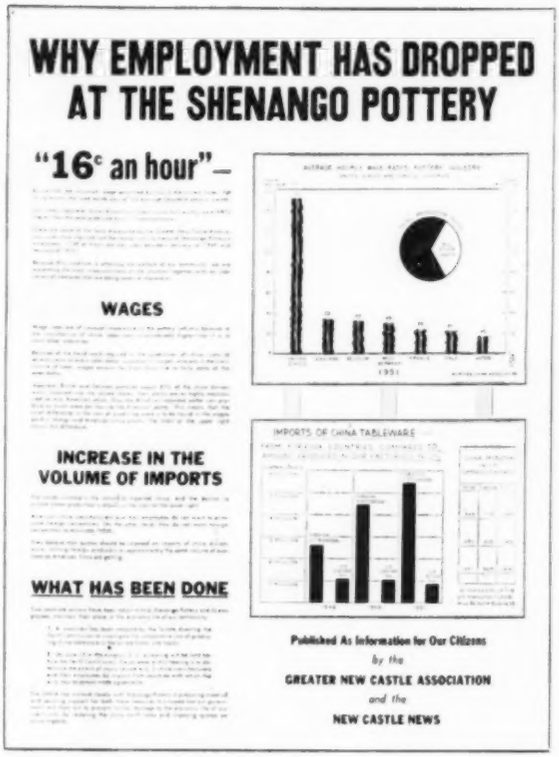
• The first national survey on sermon subjects people prefer will be featured in the July issue of *Guideposts*. Readers will be asked to fill out a questionnaire which concludes a center spread article. *Guideposts* is reprinting the questionnaire in quantity for use by individual churches. The project was suggested and developed by Willard A. Pleuthner, author of "Building Up Your Congregation" and a v.p. of Batten, Barton, Durstine & Osborn.

• *Boys' Life* is out with a new study showing how its readers spend their leisure time. Some highlights of the survey are: 50% of reader families own TV sets; 80% own one or more record players; 85% of respondents went to the movies in the past four weeks and 70% went twice; 16% bought records for themselves during the past month; top male movie star is John Wayne, top female star is Doris Day and the Red Skelton program is the favorite on radio and television. Other items covered are the makes of the radio, TV and record player sets owned.

• *American Legion Magazine* has made a brochure out of an Elmo Roper study on organizations whose political recommendations would be influential. Of those polled, 23% picked the American Legion as an organization whose ideas they would expect "to be good on candidates running for office." "Officials of your church" was second with 22%, the League of Women Voters was third with 17% and the AFL and CIO were fourth with 16%.

• A new *Business Week* promotion is a study among presidents and owners of contracting firms, showing the type of construction projects undertaken by the company and the value of their contracts. The survey found that 30% of the contractors own or have an active interest in another business. In the readership question, *Business Week* got 23% of total mentions, behind *Life's* 26%, *Time's* 25% and *The Saturday Evening Post's* 24%.

• WHAM-TV, Rochester, N. Y., celebrated its third anniversary by conducting a Red Cross blood drive which netted the donation of some 25,000 pints. The station reports the three-week campaign was a smashing success despite being "completely snubbed by the local press, which refused to cover the story."



REASON WHY—Cheaper foreign labor and too low tariffs are causing loss of jobs in the American pottery business, says this full page ad in the News, New Castle, Pa. It was published by the Greater New Castle Assn. and the News to emphasize the difficulties of Shenango Pottery Co., which says foreign imports are responsible for its laying off 1,700 workers in the past three years.

Coupon the West at low cost in the FALL!

ACT NOW! INQUIRE ABOUT OUR

GROUP-COUPONING program

✔ *Lower cost* ✔ *Higher redemption*

Plan now to enter this scheduled western group-couponing program. Coupon your product with a group of other non-competitive participating products in one or any combination of eight key western marketing areas.

—**Drastically lower costs**—as little as 1 5 regular couponing rates—because several participating manufacturers *share the costs!*

—**Higher redemption** because of variety of products represented, because a group of coupons means increased cash value to the housewife, because of more accurate and up-to-date occupancy mailing lists.

20,000,000 coupons were mailed for these twelve leading manufacturers in March, 1952. Their repeat participation is proof of the success of the **"BRANDS YOU KNOW"** group-couponing program.

Albers Milling Co.	**Colgate-Palmolive-Peet**	**The Frito Co.**
Best Foods Co.	**Durkee Famous Foods**	**General Foods Corp.**
The Borden Co.	**Fisher Flouring Mills**	**Lang & Co.**
B. T. Babbitt Co.	**Folger Coffee Co.**	**Wesson Oil & Snowdrift**

WRITE, WIRE or *PHONE* any Hecht-Arms' office for detailed information on our FALL group-couponing program—areas covered, number of mailings, costs, dates, etc.—and for complete samples of our highly successful spring mailing—coupons, dealer promotional mailings, etc.

"BRANDS YOU KNOW"
A division of
HECHT-ARMS CO.

612 HOWARD STREET
San Francisco 5, California
GArfield 1-8300

BEN B. VAIL
141 East 44th Street, New York 17, N. Y.
MUrray Hill 7-4431

J. E. RANSBURG
1009 Waimanu Street
Honolulu 14, Hawaii

DON McLEESE
333 No. Michigan Ave., Chicago 1, Ill.
CEntral 6-3733

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available. *Contact an RCA Victor Custom Record office today:*

630 Fifth Avenue
Dept. G-70, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. G-70, CHICAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. G-70, HOLLYWOOD 38
HIllside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Scheideler Hurls Slander Charge at Duane Jones; Asks $3,150,000

(Continued from Page 1)

Hubbard, Philip Brooks and Eugene Hulshizer, all now with SB&W, and Robert Hayes, now of Doherty, Clifford & Shenfield, and Donald Gill, now at W. Earl Bothwell Inc.

They charge that Mr. Jones addressed Philadelphia's Poor Richard Club last Oct. 23, and told 250 members that his nine one-time employes "wormed their way into my confidence and stole my accounts. They pirated my business and were guilty of a breach of trust. They are nine sons of bitches with but a single thought."

This, said the nine in their slander suit, is "wholly false and untrue."

■ ADVERTISING AGE reports of statements made by Mr. Jones, or attributed to him by spokesmen, figure in four of the other six complaints made by Mr. Scheideler. (The slander suit was not signed by him, but by Joseph Beck.) Reports carried by a total of 17 business publications and dailies are mentioned by the plaintiffs.

On Sept. 3, 1951, the Scheideler complaint declared, ADVERTISING AGE ran a story in which Mr. Jones was quoted as saying:

"I built this outfit. I sold the accounts—49 of them—and averaged one sale out of three solicitations. That's the record. I financed it myself. I brought the boys in, ran interference for them when they needed it, and they came to me with a .45 revolver and said, 'sell this to us at our price.'"

■ The complaint continues (quoting the AA story):

"In fact, Jones told AA that he isn't concerned about money—'I've made a fortune in the advertising business'—but that he is concerned about principles.

"'I have an opportunity to do the industry a favor,' he insisted, 'and then there's the element of self-respect. I just don't like to think of living with burglars.

"'My fight is the same as that of any responsible agency head,' he went on. 'These boys (as he called the dissident faction throughout the interview) weren't ethical or fair, and I think they ought to be taught that principle is important.'

"When he moved up to chairman of the board, letting Robert Hayes take over as president, the new management became critical of Jones' way of living. 'They didn't like my castle on the hill in Connecticut or my home in California or even the car I gave my wife for Christmas. They thought, I guess, that they were doing all the work while I got all the profits.'"

■ Because Jones "wickedly" caused this to be published in ADVERTISING AGE, which "has a circulation of approximately 22,748, primarily among those engaged in the advertising business and related fields," the plaintiffs want $450,000.

The Scheideler complaint cited an AA report in the Oct. 1 issue which said:

"Mr. Jones had hinted he would continue in the agency business in a talk Tuesday night before the Assn. of Advertising Men here (New York).

"In that talk he also declared that Will C. Grant, head of Grant Advertising, and leaders of eight other Chicago agencies have espoused his cause in the 'conspiracy' fracas to the extent that they were willing to pledge they would never offer jobs to any of the principals of Scheideler, Beck & Werner or to any others who allegedly 'pirated' Duane Jones Co. accounts.

■ "Mr. Jones told ADVERTISING AGE that none of the people who had 'proved disloyal' would get any money from his company's pension plan fund. He said that 'loyal' people would be treated 'munificently' but affirmed that the dissidents will have to institute and win a law suit in order to collect. The money involved here might run from $2,000 on up for each of the former executives.

"Nine of his former executives, Mr. Jones said in his talk, 'undermined me with clients at meetings from which I deliberately stayed away in order to give them stature with those clients.' He declared that he 'ran interference for his account executives, introduced them to clients and sparked them with ideas.' Then he added: 'My stand is, why should nine men band together and demand that I should sell out to them—or else?'"

■ The plaintiffs said that this utterance by Mr. Jones was "maliciously intended to and did charge the plaintiffs with an unethical and disloyal course of conduct and with stealing accounts that belonged to him, and thereby attempted to discredit them and damage their character and reputation, that they could not again secure employment in the advertising field."

In another part of the complaint, Mr. Scheideler charged that Mr. Jones sent a telegram to 17 publications, including AA, which declared in part:

"Evidence now unfolding shows that I am the victim of a conspiracy carried out by a group of my employes who were officers and stockholders in the Duane Jones Co. I am now starting suit against this group for $1,000,000. Due to their piracy, I may lose 50% of my business. Men that I hired and trusted as officers and account executives have pirated the accounts I paid them to represent."

■ In another cause of action, Mr. Scheideler and the others cited a trust agreement at Duane Jones Co. "which provided, in part, that if employes were 'discharged for cause' they would not be entitled to their pension rights. 'Cause' was defined as meaning, 'dishonesty, misconduct or insubordination.'"

During August and September (last year) this complaint went on, "Jones 'purported to discharge the plaintiffs, for cause' and then he 'caused to be published' in AA the following:

"'It was felt,' a spokesman for Mr. Jones stated in a news release, 'that inflationary trends, the changing tax structure and other market factors made it advisable for Mr. Jones to (return to the agency) to direct advertising policies and techniques that placed major clients of the agency at the head of the sales parade in their respective fields.'

"This development saw Robert Hayes, who supervised a corporate reorganization of the agency following Mr. Jones' withdrawal in July (AA, July 9 and 16) deposed as president. Not only was Mr. Hayes deposed, he was discharged as an employe.

■ "Also fired along with Mr. Hayes were Lawrence Hubbard, v.p. and research director; Robert Hughes, copy chief, and Joseph Beck and Philip Brooks, assistant account executives.

"'Their discharge came,' said Mr. Jones, 'as the sequel to an ultimatum served without warning on me to sell the agency at an absurdly low price, on the eve of my proposed trip to Europe, then being planned under government auspices.'

"Mr. Jones included among this group Hayes, Werner, Scheideler, Gill, Hubbard, Hughes, Brooks and Beck."

A bit later—in the Sept. 3 AA—the complaint continued, Jones went on like this:

"He also revealed that Joseph Scheideler, who had resigned Aug. 24, and Paul Werner were discharged for cause effective Sept. 15—or about five days after their new agency is to open.

■ "The distinction between resignation and 'firing for cause' is apparently occasioned by the terms of the Duane Jones pension plan, which reportedly permits nonpayment to persons who are fired for cause."

This, said the plaintiffs, is evidence that Jones "caused to be disseminated to a large audience the fact that he had caused the plaintiffs to be discharged 'for cause.' As a result, defendant intended to and did create a widespread impression that plaintiffs had been found guilty of dishonesty, misconduct and insubordination, and were consequently persons unworthy of public trust and high esteem."

Mr. Jones has until July 9 to file an answer to the complaint, which has been removed from the supreme court of New York County to the U. S. district court for the southern district of New York.

In a statement today, Mr. Scheideler said he had hoped "this suit could be avoided, but Mr. Jones has persisted in the circulation of these rumors ever since the plaintiff retired from the Jones agency last summer. His persistence in uttering and publishing these defamations left us no alternative but to hold him to strict accountability.

Who's Suing Whom?

AA here presents a recap of the legal entanglements involving Duane Jones, Joseph Scheideler, et. al., since last fall:

Sept. 3—Jones threatens $1,000,000 suit for "conspiracy."

Oct. 15—Ex-employes file suits to recover value of stock ($45,000) and pension money ($50,000) they feel is owed them.

Oct. 22—Eleven former employes sue to collect about $3,000 in vacation pay.

Nov. 12—Court denies issuance of writ of mandamus to compel Duane Jones to permit inspection of his books by former employes.

Nov. 15—Two Jones Co. stockholders announce they will appeal denial of writ of mandamus.

Dec. 10—Jones serves 12 persons with "conspiracy" complaint.

Dec. 24—Ex-Jonesians get until Jan. 7 to reply to "conspiracy" charges.

Dec. 24—New York supreme court, appellate division, okays inspection of Jones Co. books, reversing lower court.

■ **Jan. 31**—Jones files "conspiracy" suit for $4,500,000; names Manhattan Soap Co., a former client, and Frank G. Burke Jr., v.p. of Manhattan, along with nine former employes.

March 31—SB&W announces that Jones has settled vacation suit out of court with a "substantial payment."

May 29—Appelate division, supreme court, New York, unanimously affirms lower court ruling on sufficiency of $4,500,000 complaint filed by Jones against nine former executives, Manhattan Soap and Mr. Burke.

June 18—Court dismisses suit against Jones in which former executives sought compensation for stockholdings. They promise to file amended complaint.

July 2—Pension suit is awaiting trial.

July 2—Jones' $4,500,000 "conspiracy" suit is awaiting trial.

July 2—Scheideler and eight others file $3,150,000 slander suit against Jones.

AGENCY GROUP ELECTS—Everett D. Biddle (right) of the Biddle Advertising Co., Bloomington, Ill., was elected president of the First Advertising Agency Group during the group's annual convention in Buffalo recently. With Mr. Biddle above are (l. to r.) A. E. Aldridge of Philadelphia, v.p. of the group; Parker Holden of Detroit, retiring president, and Melvin F. Hall of Buffalo, convention host.

Yellow Margarines Flood N. Y.: Ads and Prices Vary

(Continued from Page 1)

manufacturers offering 1¢, 10¢ and other special deals (AA, June 30).

Interesting to advertisers is the play on words being used by copywriters to establish a relationship in the consumer's mind between margarine and dairy products. By law, margarine copy may not use the word "butter" or imply "directly or indirectly that it is a product of the dairy."

■ The Lever Bros. ads for Good Luck margarine, placed by Hewitt, Ogilvy, Benson & Mather, seem to be skirting closest to this restriction. Good Luck has been running an editorial-type spread in the tabloids and similar ads in standard-size newspapers.

"Farmers' wives switch to Good Luck," reads a subhead in the copy. Other phrases in the body of the ad are "Good Luck is... made from the rich produce of American farms—top quality vegetable oils and fat-free milk... Essentially a *farm product*," and "In perfecting the fresh, natural country-sweet flavor of golden Good Luck, Lever Bros. have used a technique discovered at a famous state college of agriculture—in the heart of the farm belt."

Another paragraph: "How your grandmother would have loved this heavenly new golden Good Luck, product of American farms and brilliant research."

The state legislature has formed a "watch dog" committee, composed of four upstate lawmakers who opposed the yellow legalization, to "keep its eye" on any fraud that might develop in the sale of margarine.

After Unusual Session, Senate O.K.s Fair Trade

(Continued from Page 1)

everything that he could to get the bill passed, Sen. McFarland cried "Call the roll, Mr. President, and you will find those who are behind the small merchants and business men of the country."

The highly unusual lineup for the debate cast Sen. Hubert Humphrey (D., Minn.) as floor manager in behalf of the bill.

Sen. Humphrey, a former druggist, disposed of arguments against the bill with the statement that the nation did well under fair trade for 17 years.

■ Sen. Douglas said fair trade is less advantageous to small business than its sponsors assume. He pointed out that it encourages the growth of private brands and makes drug and cosmetic sales an attractive field for supermarkets.

"Assuming for the moment that there is competition among competing brands," he argued, "price maintenance still destroys competition among retailers.

"Competition in store advertising and services works in favor of the stores with access to the greatest amount of credit. These are not independents," he added.

He blasted the "snob" appeal of national advertising. Tracing the development of private brands, he said that "sometimes there develops the extraordinary situation [where] a manufacturer will produce both nationally advertised and private brands. The two will be almost identical, but each will skim a different market."

■ He cited the Kenmore washing machine, which he said is made by Whirlpool for Sears, Roebuck.

"Whirlpool is advertised nationally and sells at a higher price to the snob market, so to speak, and the lower-price machine is sold to the non-snob market."

The purpose of brand advertising, Sen. Douglas asserted, "is to attempt to protect prices and to make consumers believe their future is bound up in purchasing those particular brands.

"Out of the process, great advertising fortunes have been built in radio, in television, by advertising copywriters—all the men who live in the happy suburbia outside of New York City, running up to Hartford, Conn., and beyond, and in Westchester County, New York, and out on Long Island.

"Out of that comes the big incomes of the national weeklies. From it comes a great deal of the money for the television stars and radio stars. From it come huge profits and huge markups."

■ "I believe it is about time we had a little price competition going, and that 'blue sky' no longer be sold to the American public," Sen. Douglas said.

In support of Sen. Douglas, Sen. Russell Long (D., La.) said that "if filibustering is an irregularity, what shall we say of the situation where a bill is brought up without a committee report, without the hearings being printed, and without a single speech being made in favor of it?"

Sen. Wayne Morse (R., Ore.) predicted a veto, since the bill is strongly opposed by the Department of Justice and the FTC.

With Congress adjourned, President Truman can avoid the issue by merely not acting on the bill. Under the Constitution, legislation which is unsigned ten days after Congress is adjourned is dead, under a "pocket veto."

King-Size Gains Not All Gravy...

Cigaret Makers' Ad Costs Vary Widely

By Robert Murray Jr.

CHICAGO, July 3—The best ad cost showing as well as sales showing by cigaret makers last year were made by the two leaders—R. J. Reynolds Tobacco Co. and American Tobacco Co.

Brown & Williamson also did well, farther down the line.

Reynolds still has the leading brand, Camels, and it is farther out in front than ever. American Tobacco is far out in front in the booming king-size field.

Now that the figures are in on advertising expenditures in leading media, the 1951 successes—and differences—of the major companies and brands stand out sharply.

■ Study of the figures show Reynolds and American generally got better results from advertising than their competitors did.

Dollar figures have now been reported by the Bureau of Advertising on products advertised in newspapers and Sunday sections (AA, June 23). Leading National Advertisers earlier this year published data on expenditures in magazines, network radio, network TV, the Sunday sections and a few farm magazines (AA, March 17).

The ad figures for each brand and company take on considerably more meaning when they are related to cigaret sales data as reported by *Business Week* (AA, Jan. 6). This relationship has been made by AA and the findings are given below—with this caution:

■ *Business Week's* estimates are the work of Walter E. Knight of the University of Louisville. His figures do not agree with the claims made by some cigaret makers. For example, R. M. Ganger, president of P. Lorillard & Co., says Embassy sales "registered an increase of over 100% last year." The *BW* figures show Embassy sales went down. Also, where *BW* figures show Fatima sales even, Liggett & Myers says this brand made a big gain.

AA's findings:

1. Reynolds spent $119.63 on advertising per million Camels sold last year. This is only slightly above the $116.78 per million invested in 1950. It was enough, however, to help boost Camel sales 4.8% to 102.5 billion and make the brand more popular than ever.

■ 2. American Tobacco saw a further steep decline in Lucky Strike sales, despite a moderate increase in ad support for this brand. The ad expenditure per million Luckies rose from $99.11 to $114.82.

3. But the same company's ad investment per million cigarets continued to drop on its two other important brands, Pall Mall and Tareyton.

4. Chesterfield sales were off again this year, although only slightly. But Liggett & Myers Tobacco Co. sharply increased its ad budget for the brand to keep it a strong No. 3 in the U. S. This boosted the ad cost per million cigarets from $114.66 to $136.51.

■ 5. Philip Morris & Co. Ltd. continued last year to promote heavily the fourth-ranking Philip Morris brand. It maintained—or nearly so—the sales peak achieved a year ago. Ad cost per million sold went up about 1% to $217.36.

6. Pall Mall ad costs dropped sharply while sales continued to zoom. The cost went down from $81.64 to $56.28 per million while sales shot up 36% to 31.3 billion, not too far behind Philip Morris' 39.3 billion.

7. Old Gold sales of 21 billion was good for sixth place, as against Kools' 10.5 billion in seventh place. But P. Lorillard Co. invested nearly $7,000,000 for Old Gold in the national media, more than ten times the amount Brown & Williamson Tobacco Corp. invested to back Kools.

■ 8. American Tobacco's ad cost per million to promote Tareyton dropped from $108.98 to $91.44 and the brand had a 21% gain in sales at the same time.

9. Brown & Williamson's Raleighs, Viceroys and Parliaments did comparatively well in 1951 as against 1950. Raleigh ad costs per million sold came to $140.95 last year, compared with $141.03 in 1950, and sales were up 3%. (Of course, a great amount more is spent by the company on coupon redemptions—AA, Sept. 10, '51.) The filtered Viceroy had a startling 50% gain in sales and, just as startling, a reduction in ad cost from $88.14 to $43.91 per million.

10. Two smaller companies made good sales gains during the year with their major brands. Benson & Hedges' filtered Parliaments went up 40% to 1.4 billion, but its ad costs are still relatively high at $303.19 per million. Riggio Tobacco Co.'s king-size Regents also picked up (25%) but the ad cost went from $96.21 to $256.78 per million.

11. The highest ad cost AA found, based on the *Business Week* sales figures and the BofA and LNA data, was for three other king-size brands. Liggett & Myers' Fatima had $1,358.11 in ad backing per million. Lorillard's Embassy got $1,289.92 per million. And Reynolds' Cavalier had $2,366.05 of ad support per million cigarets sold—in other words, *47¢ of advertising per carton!*

■ This advertising picture shows, therefore, that the great gain of king-size cigaret sales is not yet all gravy for the cigaret makers. An exception is American Tobacco, which got there fustest with the mostest.

On the other hand, the sales trend that has seen king-size cigarets go from less than 5% to about 12% of the total market in only four years is bringing in new long cigarets and their makers must spend unduly large amounts to put them over.

Last year the biggest cigaret advertiser was Reynolds, which invested $13,445,092 in the major media. Reynolds' sales of Camels and Cavaliers totaled 103 billion. Reynolds' ad cost per million was $125.31.

■ American Tobacco Co. did much better. Its sales of Luckies, Pall Malls and Tareytons were $115.8 billion. On the budget of $11,265,517, the ad cost per million was only $97.29.

Liggett & Myers sold 66.1 billion cigarets, invested $8,705,711 and spent $173.62 per million on advertising.

Brown & Williamson sales totaled 21 billion, ad expenditures were $1,729,463 and ad cost per million cigarets sold was only $82.36. (These figures cover Wings and Avalons, for which practically no advertising is scheduled, and do not include the heavy outlay for Raleigh coupon redemptions.)

The failure of Liggett & Myers to boost Fatima sales with its recent heavy advertising campaign may well have led to the company's decision to bring out a king-size Chesterfield. Liggett is the first major company to sell both sizes of the same brand.

On the other hand, American Tobacco's success with Pall Mall and Tareyton assuredly justifies that company's plan not to go king-size with Lucky Strike. As Paul M. Hahn, president, pointed out, Pall Mall and Tareyton alone account for most of the sales growth of all the longer cigarets.

No Plans for King-Size Old Golds, Says Ganger

Old Gold will not come out in king-size, according to R. M. Ganger, president of P. Lorillard Co.

"Last year, and to date this year," he said, "Old Gold shows the largest percentage increase in the regular-size field, more than double that of the average for the industry. Also, our king-size brand, Embassy, registered an increase of over 100% last year, and this trend, too, is continuing."

Ad Cost Per Million Cigarets Sold

Sales of leading brands of cigarets related to the amount invested on each in magazines, newspapers, Sunday sections, network radio and television, and farm magazines.

	1949	1950	1951
CAMEL (Reynolds)			
Sales (billions)	97.0	98.0	102.5
Ad investment	$10,426,627	$11,444,570	$12,262,067
Ad cost per million	$107.49	$116.78	$119.63
LUCKY STRIKE (American Tob.)			
Sales (billions)	94.0	82.0	76.0
Ad investment	$ 8,627,620	$ 8,127,146	$ 8,726,620
Ad cost per million	$91.77	$ 99.11	$114.82
CHESTERFIELD (Liggett)			
Sales (billions)	68.0	64.6	64.1
Ad investment	$ 8,001,555	$ 7,377,689	$ 8,750,191
Ad cost per million	$117.67	$114.66	$136.51
PHILIP MORRIS			
Sales (billions)	32.0	40.0	39.3
Ad investment	$ 7,658,041	$ 8,460,814	$ 8,541,998
Ad cost per million	$139.33	$214.40	$217.36
*PALL MALL (American Tob.)			
Sales (billions)	17.5	23.0	31.3
Ad investment	$ 2,133,998	$ 1,877,661	$ 1,761,663
Ad cost per million	$121.94	$ 81.64	$ 56.28
OLD GOLD (Lorillard)			
Sales (billions)	18.0	19.5	21.0
Ad investment	$ 4,584,541	$ 5,054,444	$ 6,919,722
Ad cost per million	$254.70	$290.06	$329.51
KOOL (Brown & Williamson)			
Sales (billions)	7.5	9.2	10.5
Ad investment	$ 118,832	$ 110,278	$ 519,442
Ad cost per million	$ 15.84	$ 11.94	$ 49.47
*TAREYTON (American Tob.)			
Sales (billions)	5.5	7.0	8.5
Ad investment	$ 402,761	$ 762,860	$ 777,234
Ad cost per million	$ 73.23	$108.98	$ 91.44
RALEIGH (Brown & Williamson)			
Sales (billions)	7.0	7.5	8.0
Ad investment	$ 1,037,518	$ 1,057,724	$ 1,127,597
Ad cost per million	$148.22	$141.03	$140.95
*FATIMA (Liggett)			
Sales (billions)	---	2.0	2.0
Ad investment	$ 835,196	$ 1,328,022	$ 2,716,212
Ad cost per million	---	$664.01	$1,358.11
†VICEROY (Brown & Williamson)			
Sales (billions)	0.8	1.2	1.8
Ad investment	$ 263,454	$ 299,832	$ 79,040
Ad cost per million	$329.32	$ 88.14	$ 43.91
†PARLIAMENT (Benson & Hedges)			
Sales (billions)	0.6	1.0	1.4
Ad investment	-------	$ 362,553	$ 424,464
Ad cost per million	---	$362.55	$303.19
*REGENT (Riggio Tob.)			
Sales (billions)	---	0.8	1.0
Ad investment	-------	$ 76,980	$ 256,780
Ad cost per million	---	$ 96.21	$256.78
*WINGS-AVALON (Brown & Williamson)			
Sales (billions)	1.0	0.8	0.7
Ad investment	-------	-------	$ 3,384
Ad cost per million	---	---	$ 4.83
*CAVALIER (Reynolds)			
Sales (billions)	---	0.8	0.5
Ad investment	$ 347,343	$ 393,179	$ 1,183,025
Ad cost per million	---	$491.47	$ 2,366.05
*EMBASSY (Lorillard)			
Sales (billions)	---	0.8	0.5
Ad investment	$ 626,234	$ 562,944	$ 644,961
Ad cost per million	---	$704.18	$ 1,289.92

*King-size
†Filtered

—Based on (1) Business Week Sales Data, (2) Bureau of Advertising figures on newspaper and Sunday section ad investments, and (3) Leading National Advertisers ad data for magazines, radio, TV and farm magazines.

WJBF Challenges Augusta's Advertising Competition

Georgia-Carolina Broadcasting Co., owner of WJBF, has put the city of Augusta on notice that it will fight any move on its part to go into the advertising business, as a competitor, so to speak.

The warning came as bids were open to place ads on some 2,600 parking meters throughout the city. The bids were referred to the city council's finance committee for study. Mayor Hugh Hamilton has expressed the opinion that the placing of ads on meters would yield some $16,000 annually. "That would pave a lot of city streets," he asserted.

KXYZ Appoints Tye to Sales

Keith Tye, formerly commercial manager of KVER, Albuquerque, has been named to the sales staff of KXYZ, Houston AM and FM stations.

Two Join BAB in New York

Walter E. Brown, formerly in charge of advertising and promotion for the DuMont Television Network, has joined the New York staff of the Broadcast Advertising Bureau. He will work on both national and local promotion. Marian Jackson, formerly presentation analyst with the New York office of A. C. Nielsen Co., has been named research analyst in BAB's research department.

Windsor Adwomen Elect

Ann Hames, Elton M. Plant Advertising Co., has been elected president of the Women's Advertising and Sales Club of Windsor. Other officers elected are Beatrice Pare, T. Eaton Co., 1st v.p.; Elsie Wolfendale, Reitman's Ltd., 2nd v.p.; Gladys Agnew, Rennie & Agnew, secretary, and Kathleen Handbridge, Handbridge Electric, treasurer.

Thomas F. McGrath and Associates

PHOTO ENGRAVINGS DAY and NIGHT SERVICE
160 E. Illinois Street Chicago 11, Illinois
Telephone: DElaware 7-5142

Ever try us for engravings? You'll be surprised, agreeably so. Color as well as black-and-white.

Rapid and Effective Distribution of Radio Releases and News Mats

DERUS ASSOCIATES 14 W. Lake St. Chicago, Ill.

National Nielsen-Ratings of Top Radio Shows

Week of May 18-24, 1952

All figures copyright by A. C. Nielsen Co.

EVENING, ONCE-A-WEEK (AVERAGE FOR ALL PROGRAMS)		(2,140)	(5.0)
1	Lux Radio Theater (Lever Bros., CBS)	4,751	11.1
2	Charlie McCarthy Show (Lever Bros., CBS)	4,580	10.7
3	Jack Benny (American Tobacco, CBS)	4,494	10.5
4	Amos 'n' Andy (Rexall, CBS)	4,451	10.4
5	Arthur Godfrey's Scouts (Lever-Lipton, CBS)	3,809	8.9
6	You Bet Your Life (DeSoto-Plymouth, NBC)	3,766	8.8
7	Suspense (Auto-Lite, CBS)	3,638	8.5
8	Life With Luigi (Wrigley, CBS)	3,510	8.2
9	Our Miss Brooks (Colgate, CBS)	3,381	7.9
10	Great Gildersleeve (Kraft, NBC)	3,338	7.8
EVENING, MULTI-WEEKLY (AVERAGE FOR ALL PROGRAMS)		(1,370)	(3.2)
1	One Man's Family (Miles Labs, NBC)	2,226	5.2
2	Lone Ranger (General Mills, ABC)	2,054	4.8
3	Club 15 (Campbell Soup, CBS)	2,012	4.7
WEEKDAY (AVERAGE FOR ALL PROGRAMS)		(1,883)	(4.4)
1	Romance of Helen Trent (Whitehall, CBS)	3,595	8.4
2	Our Gal Sunday (Whitehall, CBS)	3,552	8.3
3	Ma Perkins (P&G, CBS)	3,552	8.3
4	Arthur Godfrey (Liggett & Myers, CBS)	3,467	8.1
5	Big Sister (P&G, CBS)	3,381	7.9
6	Guiding Light (P&G, CBS)	3,210	7.5
7	Perry Mason (P&G, CBS)	3,210	7.5
8	Wendy Warren and the News (General Foods, CBS)	3,124	7.3
9	Aunt Jenny (Lever Bros., CBS)	3,039	7.1
10	Right to Happiness (P&G, NBC)	2,996	7.0
DAY, SUNDAY (AVERAGE FOR ALL PROGRAMS)		(813)	(1.9)
1	Hollywood Star Playhouse (American Bakers, NBC)	1,712	4.0
2	The Shadow (Wildroot, MBS)	1,455	3.4
3	Symphonette (Longines, CBS)	1,455	3.4
DAY, SATURDAY (AVERAGE FOR ALL PROGRAMS)		(1,498)	(3.5)
1	Theater of Today (Armstrong, CBS)	2,739	6.4
2	It Happens Every Day (Toni Co., CBS)	2,654	6.2
3	Grand Central Station (Toni Co., CBS)	2,482	5.8

National Nielsen-Ratings of Top TV Shows

Two Weeks Ending June 7, 1952

All figures copyright by A. C. Nielsen Co.

Rank	Program	Total Homes Reached (000)
1	Walcott-Charles Fight (Gillette, NBC)	10,190
2	I Love Lucy (Philip Morris, CBS)	9,088
3	Red Skelton (P&G, NBC)	6,921
4	Godfrey & Friends (Liggett & Myers, CBS)	6,845
5	Philco TV Playhouse (NBC)	5,964
6	Goodyear TV Playhouse (NBC)	5,892
7	Pabst Bouts (CBS)	5,675
8	Godfrey & Friends (Pillsbury Mills, CBS)	5,616
9	Your Show of Shows (Reynolds Tobacco, NBC)	5,598
10	Fireside Theater (P&G, NBC)	5,556

Rank	Program	Program Popularity* Homes (%)
1	Walcott-Charles Fight (Gillette, NBC)	67.0
2	I Love Lucy (Philip Morris, CBS)	59.9
3	Godfrey & Friends (Liggett & Myers, CBS)	43.0
4	Red Skelton (P&G, NBC)	41.7
5	Godfrey's Talent Scouts (Lever-Lipton, CBS)	40.4
6	Pabst Bouts (CBS)	39.4
7	Your Show of Shows (Participating, NBC)	38.2
8	Jack Benny Show (American Tobacco, CBS)	36.9
9	Your Show of Shows (Reynolds Tobacco, NBC)	36.7
10	Godfrey & Friends (Pillsbury Mills, CBS)	36.0

*Per cent of homes reached in areas where program was televised.

ARB Multi-City TV Ratings

June 1-7, 1952

American Research Bureau

Rank	Program	Homes (000)
1	I Love Lucy (Philip Morris, CBS)	11,480
2	Walcott-Charles Fight (Gillette, NBC)	10,600
3	Red Skelton (P&G, NBC)	8,240
4	You Bet Your Life (DeSoto-Plymouth, NBC)	7,450
5	Godfrey & Friends (Several sponsors, CBS)	7,180
6	Texaco Star Theater (NBC)	6,960
7	Pabst Bouts (CBS)	6,900
8	Robert Montgomery (S. C. Johnson-American Tobacco, NBC)	6,480
9	TV Playhouse (Philco-Goodyear)	6,400
10	Godfrey's Talent Scouts (Lever-Lipton, CBS)	6,190

Rank	Program	Current Rating
1	Walcott-Charles Fight (Gillette, NBC)	67.8
2	I Love Lucy (Philip Morris, CBS)	65.6
3	Godfrey's Talent Scouts (Lever-Lipton, CBS)	54.8
4	Red Skelton (P&G, NBC)	49.4
5	Pabst Bouts (CBS)	44.1
6	You Bet Your Life (DeSoto-Plymouth, NBC)	44.0
7	Godfrey & Friends (Several sponsors, CBS)	43.7
8	Jack Benny (American Tobacco, CBS)	40.8
9	What's My Line? (Stopette, CBS)	39.8
10	Toast of the Town (Lincoln-Mercury, CBS)	38.8

Norwegian Canners Bid for Sardine Market

The Norwegian Canners Assn., through McCann-Erickson, New York, is using television, radio and newspapers to convince U. S. shoppers that "the best-tasting sardines come your way from Norway."

The association, which represents the many brands of Norwegian sardines sold in this country, has scheduled TV identification spots in two cities and radio announcements in New York, Chicago, Los Angeles, Minneapolis and St. Paul. Newspapers also are being used in some markets. The radio-TV drive, part of a three-year promotional program of the association, will continue until mid-September.

Fire Costs Printer $35,000

A fire from an overheated press caused $35,000 worth of damage June 19 in the three-story plant of the Alco-Gravure division of Publication Corp., 2436 W. 15th St., New York.

Scott-Atwater Boosts Dorr

James L. Dorr, with the company since October, 1951, has been promoted to assistant advertising manager of Scott-Atwater Mfg. Co., Minneapolis. He will be in charge of sales promotion.

Four Name Gale Benn for PR

Gale Benn Associates, Syracuse, has been named to handle public relations for Porter-Cable Machine Co. and Beaver Machine & Tool Co., Syracuse; Herkimer Tool & Model Works Inc., Herkimer, N. Y., and the New York State Good Roads Assn., Albany.

BBB Withdraws Criticism of Junex Reducing Claims

The National Better Business Bureau, New York, has withdrawn its criticism of d-Con Co.'s ad claims for the reducing efficacy of its Junex tablets. In a bulletin referring to its earlier bulletin (May, 1952) criticizing the claims, the bureau says that d-Con has since produced satisfactory medical testimony that the methylcellulose in its tablets forms a bulk in the stomach and curbs appetite and that this is an efficient and safe reducing method.

Also, according to the bureau, Junex has corrected its method of handling refund requests by buyers in line with claims in its ads.

Gets Wolff-Tober Shoe

Roman Advertising Co., St. Louis, has been appointed to handle advertising for Wolff-Tober Shoe Mfg. Co., St. Louis maker of Bare-Foot Originals. National magazines, trade publications, direct mail and dealer merchandising aids will be used. Leonard F. Fellman & Associates, Philadelphia, is the previous agency.

HUB OF THE rich SOUTH PLAINS

Lubbock TEXAS

TEXAS' NEW WHOLESALE MARKET

Avalanche-Journal

THE CABLE IS NOW IN MIAMI

• The Big NEWS Today! •

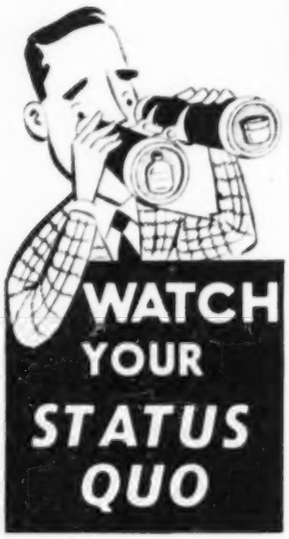
SERVING SOUTH FLORIDA'S 825,000 YEAR 'ROUND RESIDENTS*

THE SOUTH'S FASTEST GROWING MARKET . . .

WTVJ Channel 4

*Sales Management, Jan. 1952

FREE & PETERS NATIONAL REPRESENTATIVES



The usage trend for liquid and cream shampoos in St. Paul over the last four years is an interesting example of the constant under current of change facing producers of consumer goods. This table tells the story.

	% FAMILIES BUYING			
	1949	1950	1951	1952
LIQUID SHAMPOO	60.4	60.1	63.2	65.3
CREAM SHAMPOO	44.5	40.5	35.9	31.6

CHANGE CAN MEAN

The relatively recent invasion of liquid starch is another instance where the search for new product forms is paying off. Look at this table on dry and liquid starch usage in St. Paul since 1949.

	% FAMILIES BUYING			
	1949	1950	1951	1952
LIQUID STARCH	8.3	12.2	14.2	17.0
DRY STARCH	93.7	89.6	87.0	84.1

In St. Paul we have a box seat to a really great show — the drama of shifting potentials and brand preferences. Our seat is the Consumer Analysis of the St. Paul Market. Maybe we can help you.

St. Paul Dispatch
Pioneer Press

Sholis Explains CBS Affiliates' Stand on Rates

(Continued from Page 1)

home has been wiped off the earth as far as radio listening was concerned. Well, actually, NBC didn't cave in completely.

"In line with the reasoning of the chap who thought there was such a thing as being a little bit pregnant, NBC argued that only a portion of that TV home had been wiped off the earth and set up a formula reducing each affiliate's rate in some proportion to the growth of TV in that area. Fortunately, the affiliates would have none of it and stopped NBC cold.

"Shortly after NBC tried and failed to cut rates, our network informed us in that celebrated Friday afternoon telegram that it had done so to us—morning, afternoon and night. And to the advertiser—afternoon and night.

■ "Columbia insisted that the rate cut would stabilize the business, eliminate the chiseling and bargain basement selling which was then the rule and, in effect, 'take us out of the cloak and suit business.'

"In reality of course we were... accepting what was an accomplished fact. CBS had mailed letters to the advertisers giving them the rate cut before it sent the telegrams notifying its affiliates—a dubious way for partners to act toward each other.

"As always happens in a price war, the competition promptly followed suit. They slashed their card rates correspondingly after one or two debated cutting even deeper...

"The situation which that rate cut was supposed to clear up 16 months ago is worse today. The deals are not only still with us but they've sunk lower into the sub-basement.

■ "Last fall, NBC came up with what was impressively labeled as its 'economic plan' to readjust rates. Although its details and its over-all effect were never made public, the impression was widely circulated that here again the price of network radio to the advertiser was going to be cut.

"At the time that this network was making its second abortive effort to cut rates, CBS promptly took steps to protect itself and told us it was also protecting us.

"Last January, CBS began rewriting its contracts with its affiliates in two respects. First, it wanted to revise the method of computing the percentage of payment to the affiliate so that both the network and the affiliate would fare equitably in the event of a revision of rates.

"Secondly, it asked all affiliates to give CBS the unilateral right to fix the rate at which a station would be sold on the network so that CBS would be in a position of flexibility to meet any hare-brained rate slash.

"Virtually all of you have signed this new contract. You did it for obvious reasons. Once again you were demonstrating your confidence in the nation's network...

■ "While our network was in the process of rewriting these contracts, history repeated itself. Again the affiliates of NBC stopped the network cold in its attempt to cut rates. Now even though we are affiliated with the nation's leading network, we are not beyond the point of learning a lesson from those living on the other side of the tracks. Whenever they are right, I propose we doff our hats to them.

"I also propose that we act in a similarly sound and courageous manner. Certainly it isn't too much to ask our network to accept its responsibility to do the same."

The Louisville broadcaster then cited published reports—as yet undenied by CBS—that Columbia is planning a sharp nighttime rate decrease for fall and has been renewing shows on the basis of such promises to advertisers.

■ "Apparently just like the 10% rate cut, we are learning about the selling of our nighttime schedule at a bargain basement rate after it is an accomplished fact," he added.

"No advertising medium can remain vigorous in the 'fire sale' atmosphere gripping radio today or in the situation that will result from a rate reduction based on some arbitrary formula pulled out of the air. Our immediate problem is not that of selling out sustaining network time periods. Our problem is to restore respectability to the network business...

"Our lack of business character —not the price of network radio —is responsible for the pressure of advertisers to reduce rates. It would be hypocritical to point the finger at the networks as the sole villains in this respect. Too many station operators have been equally casual about their rate card."

■ Mr. Sholis recommended the substitution of a formula of sound business practices for a formula of rate cutting. Included in this formula of sound business practices submitted to the network were:

1. No rate cut.

2. No deals. "Mr. Paley and his associates should tell us that as of this minute CBS has become a 'no deal' network. Nothing could be more salutary, nor contribute more toward stimulating our business, than an announcement by CBS that henceforth no advertiser can expect any rate concession, special discount, talent contribution or anything else not published on the card and offered to all advertisers," he said.

3. CBS should "take the lead in underwriting and developing sound research that will measure all the dimensions of radio." Elaborating on this point, he added:

■ "Radio today still reaches more people in more ways at more times in more places and at a lower cost than any other basic medium. Only they [advertisers] would also like to be shown the evidence. And in all the millions of rating statistics we not only fail to produce it—we obscure it.

"Our present situation is outstanding as an example of no progress at all. We currently have under way not one but two coverage measurements. One is sponsored by CBS, the other by NBC. Each is studiously designed to measure the same thing, only with a guarantee that the figures will not match. There's a further guarantee that comparing their results will merely compound confusion.

"If we undertake an honest, conscientious measurement immediately—if we convince the advertiser we are finally going after sound research—the advertiser will be patient with us and will work with us. Then, within the next year, we can develop a fund of new information about the power of radio that will enable the advertiser to use it more effectively and we can fix a price that will be logical."

■ 4. CBS "should take the lead in stripping network salesmen of that Frankenstein of the radio industry —the rating pocketpiece."

Mr. Sholis continued: "No other advertising medium has deliberately impaled itself—as have we—upon statistics that pit network against network, hour against hour and minute against minute...Each month we beat the tom-toms and do a war dance around the charmed circle of top-rated shows. And in effect we are telling 175 other advertisers that their radio programs are no good...

"My friend Andrew Heiskell, publisher of *Life* magazine, never blows the trumpet on Friday night to announce the ten advertisements in his magazine that have enjoyed the largest readership... CBS can drop the rating system without being accused of sour grapes because it dominates the nation's radio listening."

5. "Mr. Paley and his associates should take the initiative in restoring the standards of good broadcasting they were so instrumental in getting the industry to accept years ago. Many of you will recall how Mr. Paley electrified the old NAB convention of 1946... by vigorously championing the adoption of a new code of program standards that not too long afterward came to pass...

■ "The basic elements of good taste, which is what good broadcasting is, have not been repealed generally. I am sorry to say, however, that they have been degraded by our network. Products that once were considered unacceptable have been taken...

"It's disturbing to have to listen through the middle commercial or the very last hitchhike of a CBS program to discover that your network has degraded its standards. It's not fair to the advertiser or the affiliate—and definitely unfair to the listener."

Alarmed by reports that the network is going to cut programming costs as a means of meeting the crisis, Mr. Sholis warned:

"If we cheapen our product, we will lose listeners, and then there'll be no debate about cutting rates. We won't be able to do it fast enough. Unless those of us here have the determination and the courage to ward off this disaster, the effects will convulse the entire industry—affiliate and non-affiliate alike.

"Every radio station in the industry is in for it if we ignore our better business judgment and instead embrace the rules and ethics of the hock shop."

Newsdealers Still Quarrel with 'Times' and 'Herald Tribune'

(Continued from Page 1)

Manhattan sale was 6,000 below normal, as opposed to 38,000 the week before, he said.

Mr. Cameron said "it is far too early to tell what effect the new price has had on sales" and pointed out that "many sales... were diverted to subway stands and other stands that were not protesting the increase."

■ Barney Segaloff, president of the dealers' association, told AA that 2,300 dealers in Manhattan didn't handle the Sunday editions last week. He expected the number to grow larger this weekend. "They don't want to budge an inch," Mr. Segaloff said.

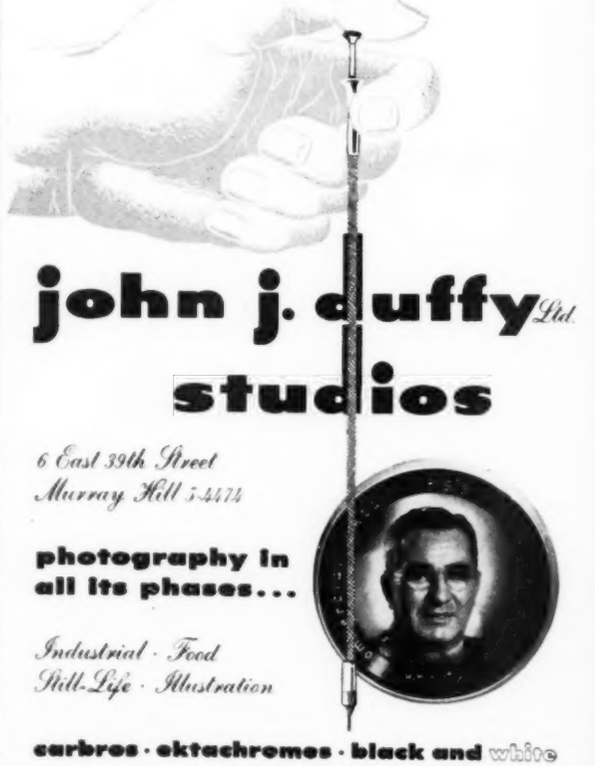
Last Sunday, the *Times* used radio and television spots telling the public to call the paper for the location of the nearest dealer carrying the *Times*, if their usual one wasn't handling it. Otherwise, the *Times* suggested that the paper can be bought at the main office.

The newsdealers' boycott came about because they would not accept a "decrease in the percentage of profit" under the new newsstand price, although they were given a monetary increase.

SET TYPE AT YOUR OWN DESK *This easy money-saving way!*

Business men everywhere use FOTOTYPE to beat high type costs. A sure, quick way of preparing copy for offset or any photographic reproduction. Anyone can do a professional job! (A stenographer set this entire ad). Send for free catalog, over 100 styles.

FOTOTYPE INCORPORATED
1415 ROSCOE ST. CHICAGO 13, ILL.



john j. duffy Ltd.
studios

6 East 39th Street
Murray Hill 5-4474

photography in all its phases...

Industrial · Food
Still-Life · Illustration

carbros · ektachromes · black and white

CBS Radio Affiliates Want Rates Increased

(Continued from Page 1)

would be carried out, neither the affiliates nor CBS would say. As one network executive put it: "This is strictly a family affair."

■ The special "rump" committee of ten local broadcasters who sounded the call for this hold-the-line fight will meet later with CBS executives to discuss the problem further. The stations do not expect any action on time cost adjustments until this meeting. George Storer, head of the Storer Broadcasting Co., is chairman of the committee.

Meanwhile, Radio Row was just as convinced as ever that nighttime network radio rates will be lowered this fall—and that CBS is the best bet to be the first network to start the industry trend.

The affiliates' resolution called on CBS to "reject the concerted effort of certain advertisers to achieve further reductions in rates" and asked that "the rate reduction established July 1, 1951, be rescinded and that such rates be restored immediately." It also asked CBS to consider the "advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 20% higher than that existing prior to July 1, 1951."

■ The network was also asked to abandon the use of "purely quantitative rating systems and other research data of limited, temporary and questionable value as a principal selling tool of radio," substituting instead a "program of sound qualitative research."

Full partnership on the subject of rate changes also was asked, with rate revisions to be made on a "bilateral basis as a matter of contract with each individual broadcasting station with which it is affiliated."

At a press conference the committee admitted that all of the stations represented—except eight or ten of the larger ones—probably had signed the new CBS contract giving the network the right to make rate changes unilaterally.

■ "While CBS executives have the legal right to change the rates at will, we are advising them not to make such changes except on a bilateral basis," one committeeman explained.

On this point the resolution went into some detail:

"It is the responsibility of each individual radio licensee to determine for itself the rate which it will charge for its program service, and it is neither sound business judgment nor equitable that any individual radio broadcasting station should relinquish this responsibility and right to any national network service and, in this respect particularly to grant to any such national network service the option, not only to utilize more than 50% of the station's most valuable time, but coupled with it the unrestricted right also to sell such station time to advertisers at any rate it so determines or chooses, and

"While it is to be assumed that no national network service would either deliberately or capriciously fix or establish rates at an unreasonable or unprofitable level, the best guarantee that such action will never be taken is to provide that the fixing of rates shall remain a matter of bilateral agreement between individual radio broadcasting stations and national networks."

■ To back up their point that rate cutting has not stimulated business, the broadcasters said that their dollar volume of network business is down about 20% below what it was running before Columbia cut time costs 10% in mid-1951. Meanwhile, local and national spot sales are moving upward in the majority of markets—even in those reached by TV, the station men indicated.

See Gloria Swanson in "3 for Bedroom C"
the color motion picture filmed on the Santa Fe
Super Chief
Name of Theater
DATE
Santa Fe

THE SUPER CHIEF STORY—Santa Fe is running this ad in newspapers to tie in with Gloria Swanson's new movie which takes place on the Super Chief. List of cities include Boston, Chicago, Cleveland and New York. The railroad has done similar promotions in the past with movies featuring its line (The Harvey Girls, Atchison, Topeka & the Santa Fe). Leo Burnett Co. is the agency.

At the close of the two-day meeting, ADVERTISING AGE asked several station executives what they thought their trip to New York had accomplished. Among the most interesting answers:

"Your story is that we have slowed the steam roller. The network is not going to do anything now without consulting us."

"We have the assurance of a place at the bargaining table. This is the first time the affiliates have ever gotten together for a spontaneous meeting of this kind."

"We haven't stopped a rate cut, but at least we will be able to minimize the reduction when it comes."

"We didn't hear anything specific on rates for fall here today. They [CBS officials] will present their plan to our committee if they have a plan."

'Times Herald,' KRLD Name New Executive Officers

The *Dallas Times Herald* and its radio station, KRLD, have made several executive changes following the death June 13 of Tom C. Gooch, president and editor-in-chief. John W. Runyon, president of KRLD and 1st v.p. of the *Times Herald*, has been promoted to chairman of the board of KRLD. D. A. Greenwell, v.p. and treasurer of the newspaper, has been elevated to 1st v.p. and treasurer. He also retains the duties of v.p. and treasurer of KRLD. Clyde Rembert, managing director of KRLD, has been advanced to president of the radio and television properties.

Allen Meriam, editor, becomes editor-in-chief of the paper, and B. C. Jefferson, associate editor and chief editorial writer, is editor. The four new members of the board are Sam R. Bloom, advertising director; Albert Jackson, assistant advertising director; James F. Chambers Jr., managing editor, and Mr. Rembert.

Wallace Co. Names Fellman

Leonard F. Fellman & Associates, Philadelphia, has been named to direct advertising for Wallace Co., Philadelphia, maker of women's suits.

Bridgeport Sales Execs Elect

John F. Moriarty, assistant sales manager of Warner Bros. Co., has been elected president of the Sales Executives Club of Bridgeport, Conn.

Last Minute News Flashes

57 Newspapers Have Boosted Prices, AP Finds

NEW YORK, July 3—Higher newsprint costs announced in May (AA, May 26) have caused 57 newspapers in 40 cities to increase newsstand and subscription prices, an Associated Press survey released yesterday shows. Newspapers also are reducing column widths below the traditional 12 picas to save newsprint. The American Newspaper Publishers Assn. reports 33 newspapers have reduced their columns to 11 picas and adds that several others are planning to do so.

Cunningham Elects Comstock and Chappell V. P.s

NEW YORK, July 3—Edward G. Comstock and Story F. Chappell, both account executives at Cunningham & Walsh, have been elected v.p.s of the agency.

Guild and Networks Deadlocked: Other Late News

● At press time there was no sign of a break in the two-day-old strike of the Radio Writers Guild against ABC, CBS and NBC. Directly involved are 67 staff newswriters and continuity writers. The guild said they would be supported by its membership of 700 writers. Main point at issue is the writers' demand for a commercial fee for news writers on sponsored broadcasts. The guild immediately started picketing the networks' studios in New York and said pickets would go on duty at the Chicago studios—from which the political conventions will be covered—if the dispute continues unsettled. Reliable sources feel that the networks will do everything possible to resolve the dispute before the Republican convention gets under way.

● Merle Reed, formerly an art director with Ruthrauff & Ryan, has joined Einson-Freeman, Long Island City, N. Y., lithographer, as art director. Previous to his R&R connection, he was with Compton Advertising and Young & Rubicam.

● Marilyn Lanning, formerly associate editor of *Food Field Reporter*, has been named managing editor of *Frozen Food Age*, New York, new monthly which makes its debut Aug. 1 (AA, March 3). The publication will get $475 per b&w page and will cover marketing and merchandising at all levels of distribution, including retailers.

● Edward Evans, formerly of Ted Bates & Co. and the American Broadcasting Co., will join the New York staff of A. C. Nielsen Co., effective July 14.

● *Parade* will have a new rate card, effective Oct. 5, to cover the four additional papers now distributing the supplement, plus a 5% increase to cover part of the $10-per-ton newsprint increase.

● Beginning with the July issue, *Esquire's Apparel Arts* is offering broken space units to advertisers. Only full-page space had been accepted till now.

● B. T. Babbitt Inc., New York, probably will name its new agency on July 8. The agency will be chosen from one of four finalists. Originally, 21 agencies were invited to bid for the account.

● The Rystan Co., Mount Vernon, N. Y., which—along with its Canadian chlorophyll licensee, Charles E. Frosst & Co.—had filed suit against Adrem Ltd., has dropped its unfair competition suit against the toothpaste manufacturer. For the present, Rystan is restricting its suit to patent infringement. Adrem reportedly is preparing a counterclaim for damages. Trial is not expected for some time.

● Because of an expanding area of distribution, Hudson Pulp & Paper Corp., New York, is enlarging its media schedule to include one-minute radio spots in 11 new cities, for Hudson paper napkins. Biow Co. is the agency.

● Miss Fil Giuliano, formerly art director of *Advertising Agency, American Printer* and Toby Press, has joined Ziff-Davis Publishing Co. as art director of *Flying*. It is a newly created position.

● Walter S. Newhouse Jr., formerly an account executive with WQXR, New York, has joined the AM sales staff of the Katz Agency, representative, New York.

Industrialists Spend 2.01% of Sales for Ads, Survey Shows

CHICAGO, July 2—Industrial advertising men at the NIAA convention learned today that the average non-manufacturing industrial advertiser spends 1.31% of sales on advertising, and manufacturing advertisers 2.01%. October rated highest as the time both groups made out their budgets and December was second. Over half made out budgets on a calendar year basis.

NIAA Meeting

These facts and many others were presented by a panel in a preview of a budget survey made by the Industrial Advertising Assn. of Southern California.

The panel was moderated by Edward E. Beauchamp Jr., Lane-Wells Co., Los Angeles, and chairman of the budget committee.

The survey went to 4,000 advertisers, with 613 returns, out of which 515 were found acceptable.

It was found that the amount of money spent on industrial shows out of the average budget was 5.5% and that 50% of the budget went into business papers. Most of those surveyed had been using business papers 20 years or less.

More than 70% determined their budgets by the job to be done.

Interestingly enough, 57.7% of the non-manufacturing advertisers received no agency help in preparing the budget, whereas two-thirds of the manufacturers used agencies.

Copies of the survey will be received free by all NIAA members and additional copies may be had at $3 each. Non-members may buy single copies at $3.

PETER O. E. JOHNSON

HIGHLAND PARK, ILL., July 3—Peter O. E. Johnson, 60, died suddenly here yesterday while preparing to leave for the National Industrial Advertisers Assn. convention in Chicago. Mr. Johnson was western representative for *Southern Hardware* and *Southern Power and Industry*, published by W. R. C. Smith Publishing Co., Atlanta.

Mr. Johnson was a graduate of the Illinois Institute of Technology. Prior to joining Smith 12 years ago, he had worked as a sales representative for Worthington Corp., McGraw-Hill Publishing Co., and the Hearst papers.

Overseas Selling Job Must Be Done in '52, NIAA Told

CHICAGO, July 2—Export problems and opportunities received attention at the NIAA convention from Ray F. Herr, export sales manager of Harnischfeger Corp., Milwaukee; Fitzhugh Granger, merchandising service manager of foreign operations for International Harvester Co., Chicago, and Robert R. Dunwody, head of the international department of McCann-Erickson in Chicago. H. I. Orwig, v.p. of the Buchen Co., presided over the group.

NIAA Meeting

All three men agreed that the export business would become more important for the American industrialist in the future, but that with growing competition, both from domestic companies and foreign companies, a harder selling job would have to be done abroad as well as at home in the coming year.

■ Both Mr. Herr and Mr. Granger stressed the importance of providing overseas distributors with literature and pamphlets, especially in their own languages, and of advertising. Particular emphasis was placed on the benefits of cooperative advertising with distributors, although it was urged that all such campaigns be carefully policed by manufacturers to insure they were getting equitable treatment.

Mr. Dunwody described three agency export operations: (1) An international agency, which has its own branches in foreign countries; (2) a domestic agency, which places its advertising through accredited affiliated agencies overseas, and (3) an operation common to all agencies, the placing of advertising directly from the U. S., usually through publishers' representatives, in countries too small for an agency.

■ All three panel members warned the NIAA advertisers that with growing overseas circulation of many American consumer and trade magazines, ads should be checked for the possible effect they might have on foreign markets even if the ads are intended for American markets only.

They pointed out that in this, not only can ads be improved from the angle of reaching these foreign buyers without actually slanting them that way, but that very often the copy or matter of the ad might be such as to be offensive or have a negative effect.

General Foods, Pepperell Buy Time on NBC's 'Today'

General Foods Corp. will sponsor five five-minute segments for two of its divisions on NBC's "Today" morning TV program, starting July 7. For its Jell-O division (Young & Rubicam) it has bought Tuesday (13 weeks), Thursday and Friday (12 weeks) slots. For Post Cereals division (Benton & Bowles) it has purchased two other time periods to feature Sugar Crisp.

Pepperell Mfg. Co. will pick up time on the show in late July to push its sheets for an anticipated heavy August white sales buying. This will be backed by color half pages in *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's, Sunset Magazine* and *Today's Woman*.

Applies for TV Permit

Times-World Corp., Roanoke, Va., publisher of the *Roanoke Times* and *World-News* and owner and operator of WDBJ and WDBJ-FM, has applied to the Federal Communications Commission for a permit to operate a television station in Roanoke. The corporation expects to spend about $525,000 in building and equipping the station.

NIAA's Research Institute Learns What Members Want to Have Studied

(Continued from Page 2)

5. Market research—410 (27.3%); specifically, defining methods for measuring markets for industrial goods (24.1%).

6. Direct mail—399 (26.6%); specifically, analysis of the causes of success and failure in direct mail advertising (26.2%).

7. Copy and layout—396 (26.4%); specifically, a study of the effect on readership of various types of layout and copy treatment (19.4%).

■ 8. Trade shows and conventions—332 (22.1%); specifically, a study of the value of trade shows, etc. (21.5%).

9. Trade literature—282 (18.9%); specifically, a study of the use and effectiveness of company-produced industrial catalogs (17.6%).

10. Organization—145 (9.7%); specifically, methods for successful training of advertising personnel.

Distribution of the returns among NIAA members went this way: advertisers, 44.1%; agencies, 27.3%; media, 23.8%, and others, 4.8%. Returns were processed by the Psychological Corp., New York.

■ Prior to Mr. Maddox' report, Bennett S. Chapple Jr., assistant executive v.p. of U. S. Steel Co. and chairman of the Research Institute committee, announced the trustees of the new institute, elected to serve one, two and three year terms. The trustees are George O. Hays, president, Penton Publishing Co., and Mr. Chapple, three-year terms; J. F. Apsey Jr., ad manager of Black & Decker Mfg. Co. and immediate past president of the association, and Mr. Maddox, for two years; John C. Spurr, director of research, McGraw-Hill Publishing Co., New York, and Russell L. Putman, president, Putman Publishing Co., Chicago, for one year. The trustees will work with new NIAA President Gene Wedereit in determining the projects to be undertaken by the institute.

■ Detailed reports of the institute's activities will be sent to subscribing firms, and some six months later, as the plan is now set up, association members will receive brief summaries. Of the subscribing firms, 170 are advertisers, 84 are agencies, 67 are publishers, and 13 are suppliers.

Mr. Chapple said that, of the $86,000 pledged to date, $81,925 has been paid in full.

$86,000 TO SPEND—Trustees of the new National Industrial Advertisers Assn. Research Institute which has $86,000 pledged toward its work, are (standing, from left) John C. Spurr, director of research, McGraw-Hill Publishing Co.; Russell L. Putman, president, Putman Publishing Co., and John Maddox, assistant to the president, Fuller & Smith & Ross. Seated, left to right, are George O. Hays, president, Penton Publishing Co.; Bennett S. Chapple Jr., assistant executive v.p., U. S. Steel Co.; J. F. Apsey Jr., ad manager, Black & Decker Mfg. Co., and Gene V. Wedereit, director of advertising, Girdler Corp. and Tube Turns Inc. and the new president of the association, elected June 30.

Glenmore, Yellowstone Merge

Glenmore Distilleries Co., Louisville, has merged with Yellowstone Inc., formerly a wholly owned subsidiary. Yellowstone will now be called Yellowstone division of Glenmore Distilleries Co. James P. Kearns has been elected v.p. of the newly formed division. Ray Pfeiffer will continue to handle sales of Yellowstone as sales manager of the division and Al Rapier will continue as his assistant. Glenmore will sell the Yellowstone brand to former Yellowstone distributors "without change in prices, proofs, ages or labels."

Opens Photographic Division

Bacon, Hartman & Vollbrecht, St. Augustine, Fla., and New York agency, has opened its commercial and industrial division. Supervisor for the new department is J. C. MacMillan, who has been press and public relations director. The services will not only be available to clients, but can be contracted for by businesses and industries requiring photographic services.

Jimmy Fritz Gets Leverton

Jimmy Fritz & Associates, Hollywood, has been named to handle advertising for Leverton California Corp., Los Angeles producer of World Over green olives and maraschino cherries. Plans are under way for extensive promotion in the fall.

Allan David Reopens Agency

Allan A. David, president and owner of David Allan & Associates, Chicago, before being recalled to active duty with the Army in December, 1950, has returned from Korea. He has reopened his agency in Chicago at 20 W. Jackson Blvd. under the name David Agency.

Rum & Maple Names Rand

Rum & Maple Corp., New York tobacco manufacturer, has appointed Rand Advertising, New York, to handle advertising for radio and television. Newspaper and magazine advertising continues with Gelles Advertising, New York.

Biddle Co. Gets Vulcan Iron

Biddle Co., Bloomington, Ill., and Chicago, has been named to direct advertising for Vulcan Iron Works, Chicago maker of pile drivers and extractors.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Producer Edmund Grainger says:

"My pictures must be perfect. I insist upon laboratory work by Pathé."

Producer Edmund Grainger *protects* his investments and reputation by making certain that the quality of the laboratory work on his films matches the high quality of their creative ingredients.

Edmund Grainger's latest picture is "Korean Story," released through RKO. It was processed by Pathé Labs. Can we be of service to you?

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

IF . . . you are looking for NATIONAL DISTRIBUTION!

If you are a manufacturer, distributor, or ad agency man . . . it will pay you to get all the facts about quick, low cost national distribution produced by the direct-to-consumer sales method.

The services of our experienced merchandising staff are available at no cost or obligation to you . . . for initial planning, product and market analysis, copy assistance and follow through. Learn about this old and proven plan that can start thousands of sales-wise men and women working for you in 48 states . . . at their own expense. Write now to

OPPORTUNITY MAGAZINE
Dept. A126, 28 E. Jackson Blvd., Chicago 4, Ill.

Media Director finds he must read AA at home

HERBERT R. BAYLE, V. P.
Brooke, Smith, French & Dorrance, Inc.
Detroit - New York

"Since I have a pretty full schedule each day, I have found that if I am to get the full value out of the information and ideas that are available in each issue of Advertising Age I must read it at home.

"I find myself looking forward to Monday evening and the opportunity to go through Advertising Age so that I may try to keep abreast of the complex business of advertising.

"On the rare occasions when for one reason or another I have to delay reading Advertising Age until later in the week, I frequently find someone asks if I have read a certain article in the current issue, so it is almost a must that I read Advertising Age thoroughly and as early in the week as possible."

You are missing a lot if your reading of AA is confined to a hasty scanning of the routed-around-the-office copy that crosses your desk. Mr. Bayle has the right idea. Why don't you try it? The coupon below will bring a personal subscription to your home—plus, FREE, a copy of "Advertising Agency Functions and Compensation," a special research project by the Editors of Advertising Age.

FREE with your home subscription

Advertising Age
Dept. J7, 200 E. Illinois St., Chicago 11, Ill.

Please enter my 1-year subscription to Advertising Age and mail it to my home address. I am to receive FREE a copy of "Advertising Agency Functions and Compensations".

My Name _____

Street Address _____

City _____ Zone _____ State _____

☐ My check for $3 is enclosed. ☐ Bill me later.

Collins, Miller & Hutchings INC.

America's FINEST *photoengraving plant*

207 N. MICHIGAN AVE.

CHICAGO 1

NEWCOMER TO TV—Movie star Lizabeth Scott poses during the filming of new Gruen TV commercials with G. Lester Williams (left), v.p. of McCann-Erickson, Gruen's agency, and Henry Dorff, director of advertising for Gruen Watch Co. Miss Scott, who has not previously appeared on TV, will act in miniature scenarios for Gruen, as will several other movie stars.

The Top Ten Brewers of 1951

Showing Sales and Advertising Investments, 1951 and 1950

	Sales in Bbls. (000 omitted) 1951	1950	% Change	Advertising Investment* 1951	1950	% Change
Jos. Schlitz Brewing Co.	5.716	5.097	+12.1%	$3.260.628	$2.450.688	+33.0%
Anheuser-Busch	5.479	4.889	+12.1	1.891.911	1.486.292	+27.3
P. Ballantine & Sons	3.990	4.375	— 8.8	1.558.379	978.676	+59.2
Pabst Sales Co.	3.950	3.419	+15.5	3.002.802	2.246.942	+33.6
Liebmann Breweries	2.800	2.662	+ 5.2	1.809.258	1.271.660	+42.3
Miller Brewing Co.	2.612	2.105	+24.1	1.035.675	665.841	+55.5
F & M Schaeffer Brewing Co.	2.600	2.652	— 2.0	647.954	517.637	+25.2
Falstaff Brewing Corp.	2.295	2.287	+ 0.3	230.046	388.258	—40.7
Blatz Brewing Co.	1.799	1.746	+ 3.0	2.451.768	1.493.668	+64.3
Pfeiffer Brewing Co.	1.555	1.618	— 3.9	136.688	78.668	+73.8
Total	32.796	30.850	+ 6.3%	$16.027.109	$11.578.330	+38.4%

*Advertising expenditures based on Bureau of Advertising data for newspapers and Sunday sections and on Leading National Advertisers data on magazines and network radio and television. Talent costs and expenditures in other media not included.

Beer Sales Hit 83,718,067 Barrels in '51; Ad Budgets Rise Sharply

(Continued from Page 2)

tioned trend towards more packaged beer. Only a large brewer can afford to finance the large ad campaigns necessary to win and hold brand acceptance, the survey asserts.

In 1935, when total production was 45,228,605 barrels, there were 750 breweries, so that average output per brewery was 60,305 barrels. Since 1935 the number of breweries in operation has decreased by about 50%, so that now the average production per producing unit is in the neighborhood of 125,000 barrels. During 1951, brewers operated at 62.8% of capacity.

■ Too many of the small and medium-size breweries have spent little or nothing in recent years to modernize their facilities, the survey finds. A prominent investment company recently told the Research Co. that an adequate modernization program will require $500,000,000 during the next five years, and that a substantial portion of this money must necessarily come from the investing public.

Sales and income figures for 25 typical brewers show a sharp decline in the ratio of net income to sales:

Year	Sales (000)	Net Income (000)	Ratio of Net Income to Sales
1948	$566.546	$51.320	9.06%
1949	612.884	58.586	9.56
1950	618.693	45.890	7.37
1951	676,779	37,391	5.52

This increasing bite on net income results from (1) fierce competition; (2) income taxes, and (3) miscellaneous taxes, the survey points out.

"It is, therefore, apparent that brewery managements today must be increasingly alert to opportunities for greater efficiency at the production, administrative and marketing levels if they are to maintain and improve their position and profit," the report concludes.

Three Form Advertising Sign Company in Cincinnati

Advertising Products Inc., Cincinnati, has been formed at 3280 Beekman St. by three former executives of Cincinnati Advertising Products Co. The new company will continue making advertising signs and specialties of glass, color-fired glass and plastic formerly made by CAP. Advertising will be handled by Associated Advertising Agency Inc., Cincinnati, which handled the old company's promotions.

G. F. Mattman, formerly president of CAP, has been elected board chairman of the new company. R. J. Rohde has been elected president and treasurer and A. S. Jarecki, v.p. and secretary.

'Idea File' Published

"Idea File for Printers and Advertisers" by Harry B. Coffin has been published by Moore Publishing Co., 48 W. 38th St., New York. The paper-bound book sells for $1.50. Originated as a series of articles in *American Printer* from August, 1949, to November, 1951, the book "depicts 100 illustrated ideas for increased printing profits, featuring announcements, broadsides, catalogs, reply cards, self-mailers, etc."

$350,000 Magazine Drive Set by Ekco; May Add TV Show

CHICAGO, July 1—Approximately $350,000 in space has been taken by Ekco Products Co. for "the heaviest magazine and newspaper schedule in the company's history."

Ekco's ad manager Earl Lewis said the campaign will start in September and use the following magazines:

American Home, The American Weekly, Better Homes & Gardens, The Bride's Magazine, The Bride's Reference Book, Business Week, Ebony, Family Circle, Holiday, Life, Living for Young Homemakers, McCall's Magazine, The New Yorker, Parade, The Saturday Evening Post, Successful Farming, Time, This Week Magazine, Woman's Day, and *Woman's Home Companion.*

■ The company uses a quarter-page plus 2" wherever possible and will mix two-color and b&w ads. The *Wall Street Journal* and metropolitan newspapers in 11 markets also are scheduled.

A TV program to tie in with the print schedule is being contemplated now. Mr. Lewis said the company is working on a program with 26 department stores which would buy time locally and feature Ekco products.

Products to be featured are Ekco's Flint stainless steel kitchen tools, cutlery, Ekcoware (stainless steel copper-bottom pots and pans), and the Ekcoline of kitchen tools.

Earle Ludgin & Co. is the agency.

All TV Outlets Go Live —Except Albuquerque

Ten cities will be added to American Telephone & Telegraph Co.'s coaxial cable-radio relay television network route by July 7—in time for live coverage of the Republican and Democratic national conventions in Chicago. Live network telecasts will then be possible in 107 out of the 108 U. S. video markets. Still not connected to the network lines is KOB-TV, Albuquerque.

Cities joining the hookup for the first time on July 7 are Miami (WTVJ); New Orleans (WDSU-TV); Dallas (WFAA-TV and KRLD-TV); Ft. Worth (WBAP-TV); Houston (KPRC-TV); San Antonio (WOAI-TV and KEYL); Oklahoma City (WKY-TV); Tulsa (KOTV); Phoenix (KPHO-TV), and Seattle (KING-TV).

Miami U. Gets $10,000 Grant for TV Study from Crosley

Miami University, Oxford, O., has been awarded a $10,000 grant by Crosley Broadcasting Corp., Cincinnati, for a study of television's role in the 1952 elections. The grant has been made to the marketing department of the business administration school.

The purpose of the study is to determine the extent of television influence. A preliminary report is due in January with a final report in June. This is the third annual grant made by WLW in its educational program. In the last two years, research grants have been made to the University of Cincinnati and to Xavier University, Cincinnati.

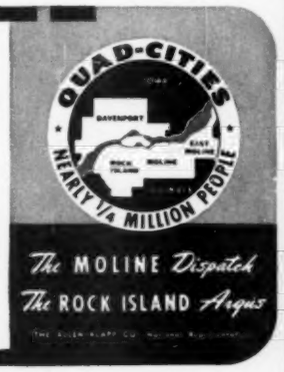
Promotes Harry Epstein

Harry Epstein, sales supervisor and sales manager of Alles & Fisher Co., Boston manufacturer of JA and 63 cigars, has been promoted to v.p. and general sales manager of the company.

11th IN EFFECTIVE BUYING INCOME per CAPITA

among Sales Management's 162 Metropolitan Areas

These newspapers are pleased that the Quad-City area has moved 3 steps ahead to 11th place in the effective buying income category. This great depth of quality among 240,000 Quad-Citians is a pretty good promise of success for the advertiser who has quality merchandise to sell and does it wisely through the Argus and Dispatch—the newspapers that cover 3 of the 4 Quad-Cities.



The MOLINE Dispatch
The ROCK ISLAND Argus

SMOOT ADVERTISING COMPANY

1902 50TH 1952

ANNIVERSARY

"THE MIRACLE OF THE OHIO VALLEY"

An Illustrated Brochure Available by Request

SMOOT ADVERTISING COMPANY

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